

# MEDIA KIT



## SAMALDERSON

STATIONERY • PHOTOGRAPHY • LIFESTYLE • SOCIAL MEDIA

My mission is to help those in the stationery and planner community further not only their plans but their goals. I help them with clear and honest advice and reviews of the tools that they will need in order to achieve their dreams. My readers are amazing women between the ages of 25-54 who love stationery, honest advice, and honest product reviews. They are home management savvy and interested in new products, and creativity. With the majority of my audience from the UK and a diverse variety from the US and the rest of the world.



144

@samalderson.co.uk



392

@sam\_\_alderson



2,851

@samalderson\_



646

@samalderson\_

## AUDIENCE DEMOGRAPHIC

Monthly Page Views: 2,500 • Monthly Unique Visitor: 1,200 40% US / 30% UK Visitors

100% Women • 73% Between the age of 25 and 54



samalderson.com • sam@samalderson.co.uk





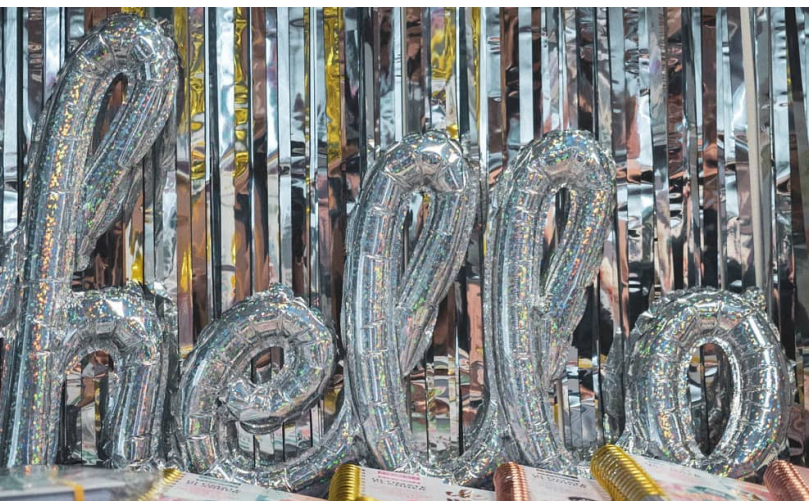
I have had the pleasure to work with some amazing companies in the past as a product photographer and team member.

#### COMPANIES I HAVE WORKED WITH.

Janes Agenda  
Planner Queens subscription  
The Cloudy Cow  
Skull and Cross Buns  
Flow-jo  
The Creative Planner

I have also worked with a number of planner focused shops in a PR and advisory capacity. Helping them grow and expand their reach.

Elliebethdesigns  
Beautiful planning  
Stick with the Joneses  
The Punk Planner  
Your World Of Colour  
Chocho and Mimi  
Dorky Planner Girls  
Josephine bow designs  
Rkive journals



Over the years I have reviewed a number of different styles and types of planners helping the community decide which would best suit their lifestyle.

I am often asked for my honest opinion on the different styles of planners that are out there and can be trusted to give clear and concise feedback on a product.

In a PR capacity not only will I promote your brand and shop I will also provide insight into the community and help with building your business. providing feedback and being a sounding board for you and your ideas.

I have over 10 years experience in the customer service sector and over 5 year in Digital Marketing.

I look forward to working with you.

