



FADRA NALLY

INFLUENCER, WRITER, VOICE ACTOR



Fadra started her blog, All Things Fadra, in 2009 as a way to showcase her writing and land a "real job." She soon discovered that life behind a keyboard beats a corner window office any day of the week. Since that time, she's built partner relationships with brands like Nintendo, National Geographic, Toyota, Disney, and Netflix. Her work has been featured on The Stir, Working Mother, J&J Parents, and even inspired Chapter 10 of the well-known marketing book, Groundswell.



/ALLTHINGS
FADRA
3.3K



/ALLTHINGS
FADRA
14.6K



/ALLTHINGS
FADRA
5.8K



/ALLTHINGS
FADRA
11.6K



/ALLTHINGS
FADRA
3.6K

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OUTLETS

- Lifestyle Blogger writing about the lighter side of life at **AllThingsFadra.com**
- Video host covering the best in cars, travel, entertainment, beauty, and really cool stuff at
- **YouTube.com/allthingsfadra**

STATISTICS

Combined reach across all platforms and social accounts

10K monthly pageviews

35K social reach

3.3M lifetime video views



COVERING

Travel | Women's Travel | Family Travel | Entertainment | Movies | Television | Beauty | Fashion | Automotive | Food + Drink | Healthy Living | Family | Parenting | Pets | Technology

TESTIMONIALS

"I was finally able to get some face time with the team and share your post – they were thoroughly impressed with your work on this one and wanted me to pass along kudos. Keep up the great work!" - Dan Koehler, Purina

"Thank you so much for the wonderful article. You are a brilliant writer! You really brought the tour to life." Lori Korczyk, Savor Gettysburg Food Tours

RATES

\$800	Blog post with social shares
\$50	Twitter posts
\$100	Facebook posts
\$200	Instagram posts
\$600	Instagram Reel / YouTube Short
\$1000	YouTube Video

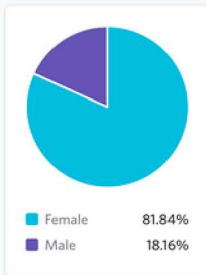
Bundled services available as well as special projects including live video, TV appearances, Instagram stories, short form video, and event coverage

all things
Fadra

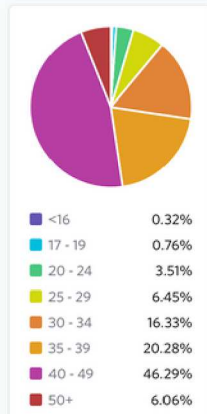
AUDIENCE DEMOGRAPHICS

Instagram

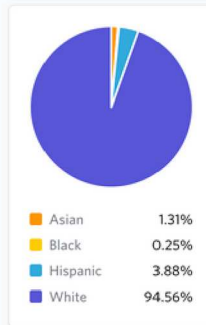
Followers by Gender



Followers by Age



Followers by Ethnicity



YouTube

Age and gender

Views - Last 365 days



Blog

Demographics: Overview

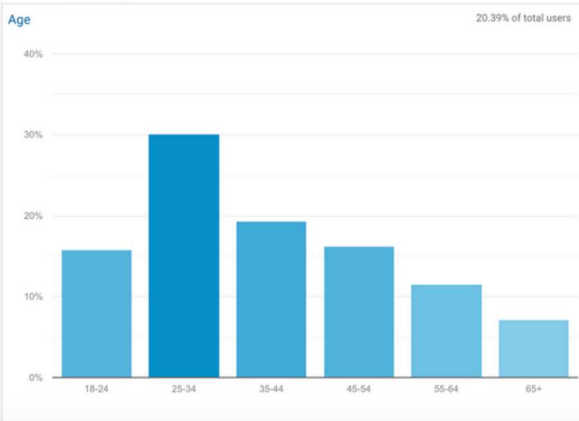
SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

+ Add Segment

Jan 13, 2021 - Jan 13, 2022

Key Metric: Users



Gender 21.53% of total users

