



fadra nally

AUTO BLOGGER + YOUTUBER

about fadra

A self-proclaimed "chick who digs cars," Fadra has long been a fan of aesthetics over mechanics. When she's not looking for an excuse to buy or drive a new car, she spends her time writing, blogging, and vlogging all over the internet (but mostly at AllThingsFadra.com). She's based near Baltimore, MD and an active member of the Washington Automotive Press Association (WAPA).

about the blog

All Things Fadra is a lifestyle blog started in 2009. Although the name might suggested otherwise, it's not a blog about Fadra but about the things she's passionate about: cars, travel, and entertainment. With her work, 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, A Girl's Guide to Cars, and even inspired Chapter 10 of the well-known marketing book, Groundswell.

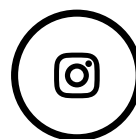
statistics



6.2K



13.6K



6.4K



18.0K

car coverage

For every press loan, I create a lifestyle focused blog post featuring car content in approachable language and context.

I also create a full length YouTube review that caters to the car consumer, not necessarily the car enthusiast. Each vehicle is explored in detail from a real driver perspective.



event coverage

For each event I attend, I provide complete social coverage which may include Instagram, Instagram Stories, Facebook and X updates, and live video on Facebook, YouTube, or Instagram.

Events I've attended include: Heels & Wheels, Fiat 500X press launch, Kia Stinger press launch, Topless in Miami, WAPA Rally, Fiat Abarth Track Experience, Chevrolet Find New Roads Tour, and more.

contact details

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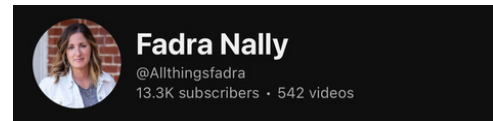


blog audience



13,000 pageviews/month

youtube audience



18.0K subscribers

7.5M lifetime views

GENDER

46% male

54% female

AGE (in years)

8% 18-24

23% 25-34

25% 35-44

20% 45-54

15% 55-64

9% 65+

viewer comments

"Love your reviews. They are so informative since you review them from a real perspective. You don't try reviewing cars against some nebulous standard, or by reviewing cars as if they are all sports cars."

"I think this might be the first YouTube comment I've ever posted, but this was a very refreshing review! Instead of just reading off a spec sheet, you actually gave opinions. I really appreciate that, and I wish more automotive reviews were as frank as yours. Excellent job!"

"Thanks for you very clear and straightforward review. I like to hear reviews from the "technical" people with all the numbers and dimensions and diagrams but you're a breath of fresh air giving an unbiased review from a driver's point of view without getting muddled on the details. I enjoyed watching it!"

"Can I just say this is my first review of yours that I've seen and I am so thankful. I've watched dozens of reviews for this same vehicle which all of the male dominated power driven technically driven review. As a mom of 4 you gave me exactly the information that I needed. Again thank you and keep up the good work!"

"Utterly Fantastic review Fadra. i just stumbled by onto your video, by chance. you definitely highlight all the useful features especially on a practicality level as well as actually point the camera to show them, unlike 85% of most "professional car reviewers" out there who just drive the vehicle and talk to the camera looking at them from the dashboard."

"Excellent review! There's tons of reviews out there, and yours is one of the best. To the point, informative, and practical. Nice to see a woman's perspective as well. Keep it up!"

let's work together!