

L I N D S E Y  
R O M A N



# Media Kit

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2019-2020



# Heyyy Friend!

MY NAME IS LINDSEY ROMAN.

Most days you can find me drinking multiple cups of coffee (black always), listening to folk music (or Taylor Swift haha) and forcing my cat Tako into unwanted snuggles. My favorite food on the planet is Thai Green Curry (the spicier the betttaa!). I'm a huge adventurer, a girl who always has her bags packed, and a wife & mama living the simple island life on Oahu, Hawaii! I'm the kinda girl who'd much rather be in the mountains than a shopping mall, and though I'm small (5'0" to be exact), my friends would describe my personality to that of a firecracker. I love serving the world by encouraging others to value their worth and chase after their God given calling.

Thanks for being interested in working with me! I don't take that honor lightly. I LOVE partnering with brands & companies that share my love for minimalism, adventure, simplicity, & experiencing every ounce of joy this life has to give. My goal with every partnership I take on is to create a big impact while inspiring & empowering others to be who God created them to be. I love creating content & social media posts for brands that authentically resonate with my audience, are a natural fit, and are stoked to work with me! If after reading this media kit you feel like we'd be a great fit, I'd love to hear from you & potentially create something incredible together!

# The Blog...

I began my blog when I started my wedding photography business in 2015. Over time as my audience grew and I developed a personal brand, so did my blog and readership! I started integrating more topics ranging from photography & business education, my personal life, lifestyle & adventures in mamahood, and hawaii living. I also love using the blog as a space to uplift & encourage my readers.

A new blog post goes live every week on Fridays, and covers a range of topics from my photography, education, marriage, lifestyle + motherhood, hawaii living, and our travels.



## PUBLISHING SCHEDULE

Every Friday

## THE STATS

10,000 +  
monthly page views

5000 +  
unique monthly visitors

20.5%  
returning visitors

79.5%  
new visitors

35.1%  
direct visits

38%  
readers from social media  
(Facebook, Instagram  
& Pinterest)

I N S T A G R A M



32k +

average posts per day: 1

F A C E B O O K



2k +

average posts per week: 2

P I N T E R E S T



256.4k +

average monthly viewers

# Let's Get Social...

Over the years, I've built a strong social media presence by sharing my photography & life in an authentic way, and creating a relateable brand that resonates deeply with people. I've grown a following of devoted fans, followers, and friends that are very engaged with me and my life.

On my social channels I share everything from shooting weddings & elopements, to travel & hawaii life, marriage & faith, home decor & lifestyle, and being a working mama empowering creative women to show up in their business and life.



## WHAT CAN YOU EXPECT?

When working with me you'll receive high quality, naturally lit, professionally shot images every time. My captions are always relateable, engaging, and written in my authentic voice. I promise to promote your brand in a way that connects to my followers.

# Price List

Prices are current as of Spring 2019

## INSTAGRAM STORY SERIES

Instagram stories are becoming more popular as the app grows and offer a unique avenue for lots of engagement with brands directly. This rate includes an Instagram story series of 3-5 tagging the company with a swipe up link to product. If company offers discount code this can also include a discount code share as well.

**\$150 per series**

## INSTAGRAM POST + STORIES

Sponsored Instagram posts reach readers quickly and is becoming the most popular way to advertise. This rate includes one dedicated in feed post as well as up to 3 Instagram stories tagging the company with a swipe up link to product. If company offers discount code this can also include a discount code share as well.

**\$300 per post**

## FEATURED BLOG POST

Featured blog posts are posted one time at the editor's discretion. Day and time can be discussed and scheduled accordingly. Product or service reviews are most common for this option.

**\$600 per post**

\*All prices in this list do not include any taxes.  
Taxes are applied to all collections and sponsorships when goods are exchanged.

## Who follows Lindsey?

W O M E N , 1 8 - 3 4 , U S A

Lindsey's audience is primarily young adult female entrepreneurs, mamas, travel lovers & dreamers. They're joyful, adventurous, & driven to accomplish their biggest goals. Most are creative biz owners seeking balance in their life while achieving their biggest dreams.



*Just so you know:*

All partnerships are subject to approval & may be declined based on brand image or interest at requested time.

# Picking up what I'm putting down?

THIS IS WHAT I'M ALL ABOUT - HOPE IT'S YOU TOO!

- ✧ LOVES National Parks.
- ✧ Obsessed with dancing (particularly via Instagram stories ;P).
- ✧ Will do anything to entertain people.
- ✧ I always drink my coffee black. Always.
- ✧ I love spicy food A LOT. Hot sauce & pepper are ACTUALLY in my bag.
- ✧ Traveling to every epic place in this world is on my bucket list.
- ✧ Obsessed with photos that are REAL & RAW over perfectly posed.
- ✧ I wash my hair like once a week... if that. Hawaii island life is a real thing.
- ✧ Favorite dish on the planet is Thai Green Curry.
- ✧ Believes you can be both a bad ass boss AND an incredible mom.
- ✧ I'm extroverted & LOVE being the life of the party.
- ✧ I obsessively play Settlers of Catan with friends in spare time.
- ✧ Adores minimalistic, mid-century modern aesthetic.
- ✧ Jesus and my relationship with Him is everything to me.
- ✧ Believes in true authenticity not just #authentic for the gram.
- ✧ Bring me flowers & I'm the happiest girl in the world.
- ✧ I always ask questions out loud during movies. YEAH I'm that girl...
- ✧ I'm both a champagne and gin and tonic kinda girl.
- ✧ Rompers are my favorite article of clothing to wear.. hands down.
- ✧ Obsessed with true crime anything and mystery novels.
- ✧ My fave movies are the ones that make me tragically cry heaving sobs into my popcorn.

Thanks so much! I can't wait to collaborate!



# How To Book

## LET'S DO THIS!

All collaborations & sponsorships are on a first come, first serve basis. After reading this guide, if you're interested in partnering or collaborating with me, please send an email to [mrsLindseyroman@gmail.com](mailto:mrsLindseyroman@gmail.com) and include the product or service, your website, and what you envision for the sponsorship.

Please allow 24-48 hours for a reply. I'm so stoked at the idea of teaming up with you and possibly working together to create something incredible!

[MRS.LINDSEYROMAN@GMAIL.COM](mailto:MRS.LINDSEYROMAN@GMAIL.COM)

[WWW.LINDSEYROMAN.COM](http://WWW.LINDSEYROMAN.COM)

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