

# AlexEatsTooMuch Media Kit

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# About AlexEatsTooMuch

- Created in August 2017, AlexEatsTooMuch is an Food Instagram account with accompanying Twitter and Facebook and blog available at [alexeatstoomuch.com](https://alexeatstoomuch.com)
- Started the account to share my love for food and experience new restaurants and recipes.
- Focus is on Instagram Posts and Stories of primarily Pittsburgh Food and Events with cooking as a secondary
- Occasional blog posts about Pittsburgh restaurant or events
- Other interests include baseball, outdoors, cars, rock concerts, movies and television
- As of December 2021, the Instagram account is at 4,850 followers and growing with a weekly reach on average over 6,000 accounts and over 18,000 impressions
  - Key Follower Demographics
    - Pittsburgh
    - Age 25-44
    - 2:1 Female to Male



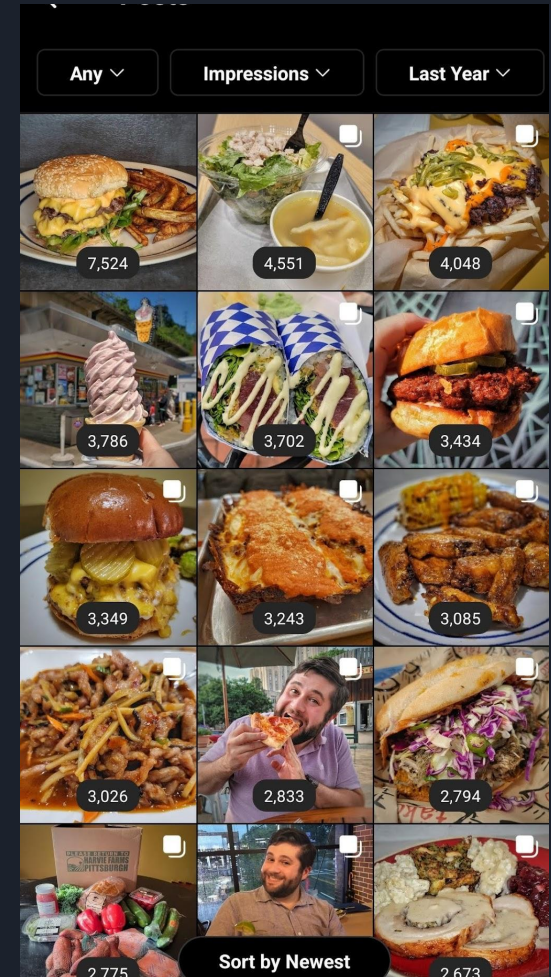
# Proposal & Services

## Proposal

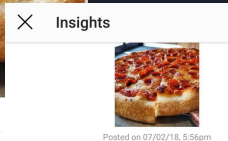
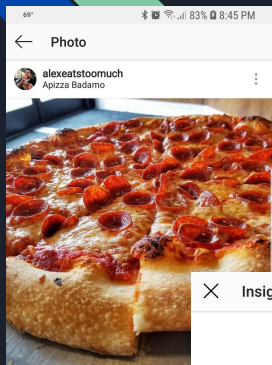
- Pittsburgh is a fast growing food and restaurant scene
- Foodies use Instagram to share photos of their interest in great restaurants and home cooked meals
- Food influencers work with restaurants and brands to promote new menus, products and events either thru invited tastings or paid posts
- Pittsburgh and other smaller cities have a prime opportunity to start to work with local influencers as the market is growing

## Services

- Visiting place of business or sent product to do the following
  - Create a predetermined number of Instagram Posts
  - Instagram Stories
  - Feature specific foods or upcoming events
  - Interact in a positive manner with other Influencers curated by Alex for the restaurant or event
  - Optional AlexEatsTooMuch blog post



# Instagram Examples and Analytics

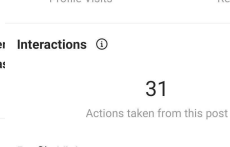
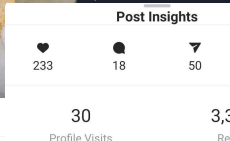


Likes: 584  
Comments: 31  
Discovery: 3,880  
Accounts Reached  
Impressions: 4,233

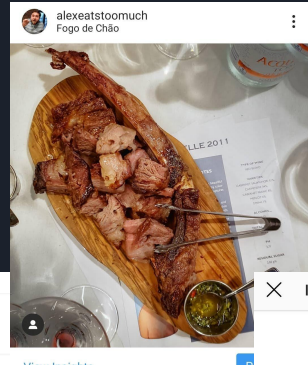


Likes: 233  
Comments: 18  
Discovery: 3,314  
Accounts Reached  
Impressions: 3,518

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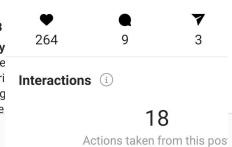
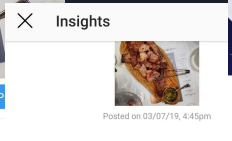


Likes: 264  
Comments: 9  
Discovery: 3,471  
Accounts Reached  
Impressions: 4,323

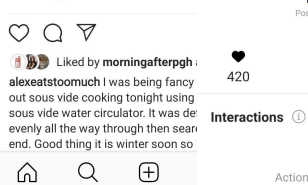
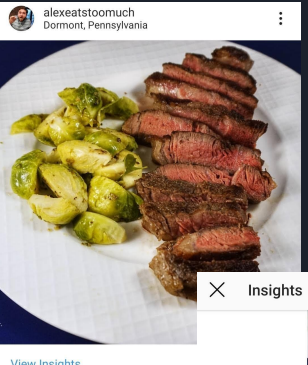


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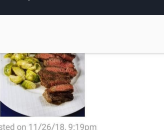


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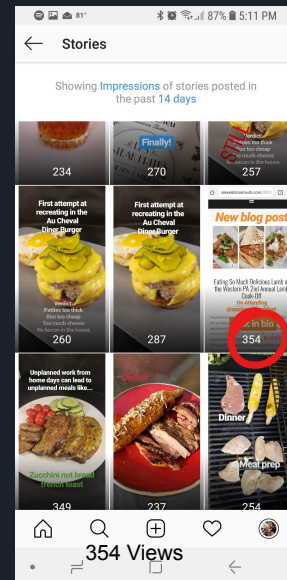
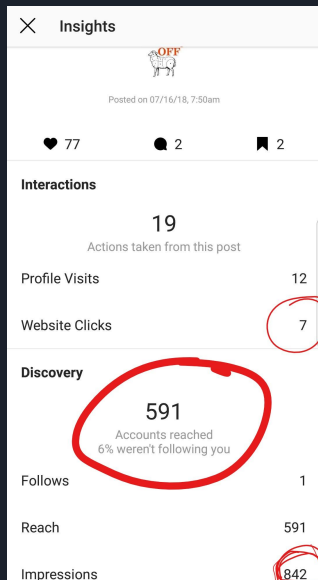


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# Event Promotion

- Posts promoting prior to the event - Number to be predetermined
- Stories before and during the event
- Posts promoting after the event - Number to be predetermined
- Blog Post (Optional)
- Giveaway (Optional)
- Cross Promotion with other Instagram Influencers (Optional)

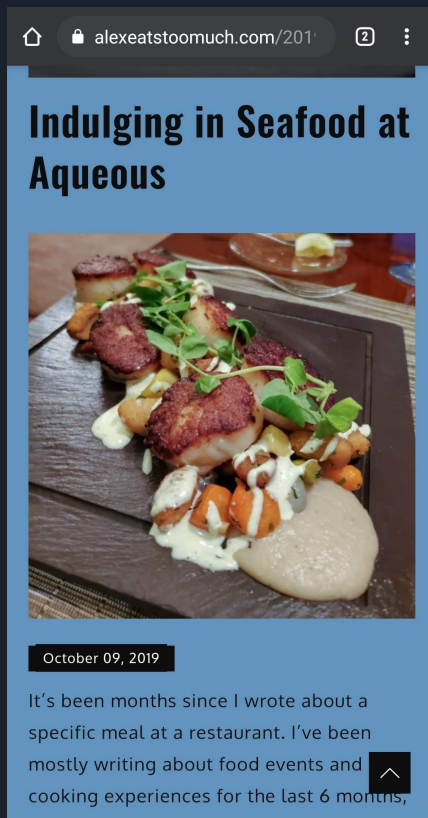


# Blogging

Also part of the AlexEatsTooMuch brand is [AlexEatsTooMuch.com](https://AlexEatsTooMuch.com), a blog mostly highlighting my food experiences such as:

- Restaurant visits
- At home cooking
- Travel Eats
- Events Attended
- Specific food guides to Pittsburgh

Blog traffic is currently growing as links are more regularly discovered thru greater reach of Twitter and improvements to SEO. Posting usually occurs about 1-2 times per month.



# Pricing

## Instagram Posts:

- \$200 per post
  - Photo and caption created by Alex and hashtagged #ad and/or #sponsored as appropriate
  - Content can be approved if requested
  - All posts cross posted to Twitter & Facebook
  - Discounts available for 3+ posts or recurring series

## Instagram Stories (3-5 slides)

- \$100 per Story unproduced / \$200 per story produced
  - Unproduced stories are photo/video and caption
  - Produced stories are edited with eye catching fonts and templates
  - Stories created by Alex and hashtagged #ad and/or #sponsored as appropriate
  - Content can be approved if requested
  - Discounts available for 3+ stories or recurring series

## Blog

- Sponsored Blog Post is price negotiable
  - Content written by Alex
  - It will be footnoted the post is sponsored
  - Price is based on word count

Note: All prices are negotiable. Prices do not include reimbursement for food or travel if necessary. In kind trade for meals, gift cards and event tickets may also be agreed upon instead of monetary payment as is the case with many restaurant openings, menu previews and local events.