

# AlexEatsTooMuch Media Kit

Prepared by Alex Goodstein  
Updated for 2023  
(@AlexEatsTooMuch on Instagram)  
[alex@alexeatstoomuch.com](mailto:alex@alexeatstoomuch.com)  
(570) 236-8457



# About AlexEatsTooMuch

- Created in August 2017, AlexEatsTooMuch is an Food Instagram account with accompanying Twitter, TikTok and Facebook and blog available at [alexeatstoomuch.com](http://alexeatstoomuch.com)
- Started the account to share my love for food and experience new restaurants and recipes.
- Focus is on Instagram Posts, Reels and Stories of primarily Pittsburgh Food and Events with cooking as a secondary
- Occasional blog posts about Pittsburgh restaurants or events
- Other interests include baseball, hiking and camping, travel, cars, rock concerts, movies and television
- As of December 2022, the Instagram account is at 6,050 followers and growing with a month reach on average over 18,000 accounts and over 60,000 impressions
  - Key Follower Demographics
    - Pittsburgh
    - Age 25-44
    - 2:1 Female to Male



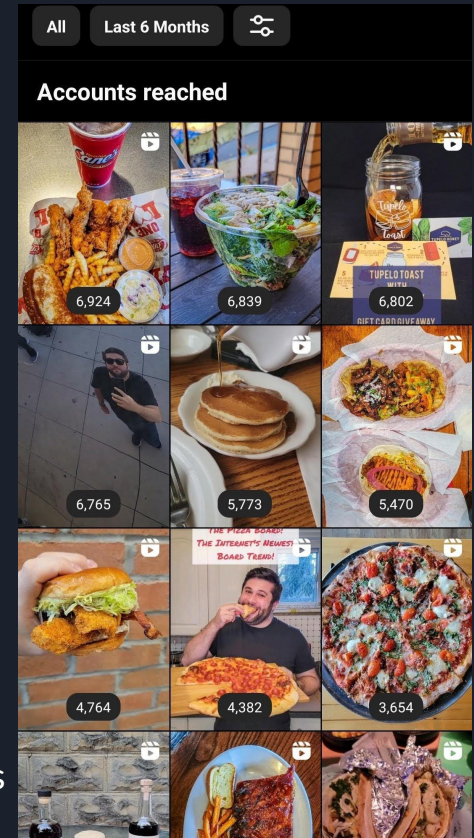
# Proposal & Services

- Proposal

- Pittsburgh has a bustling restaurant and exciting events
- Foodies use Instagram and Tiktok to share their interest in great restaurants and home cooked meals
- Many Pittsburghers will travel for food and experiences
- Food influencers work with restaurants and brands to promote new menus, products and events either thru invited tastings or paid posts
- Many food influencers have followers and interests that extend past food into lifestyle, travel and more

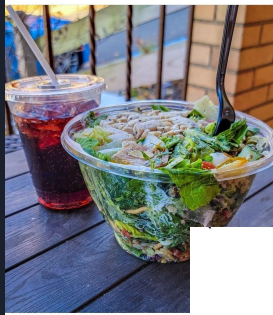
- Services

- Visiting place of business or sent product to do the following
  - Feature foods, menus, upcoming events, experiences and travel locations
  - Create a Photo Posts, Reels, Stories, TikToks and Blog Posts
  - Interact in a positive manner with other Influencers



# Instagram Examples and Analytics

alexeatstoomuch  
Pittsburgh, Pennsylvania



Likes: 336  
Comments: 293  
Impressions: 7,296  
Accounts Reached: 6,839

view insights

Liked by yinzhungry412 and 3 alexeatstoomuch I Ate a Salad and Yo (liveaway closed) Because I'm giving a few all 293 comments lolobistro Thanks, Alex! Good luck

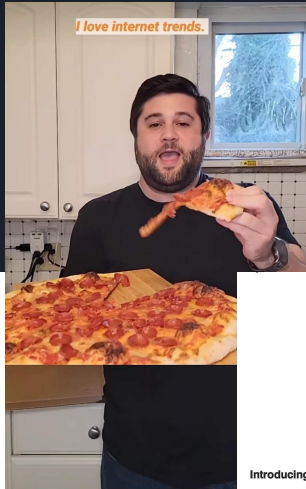
Overview ⓘ

Accounts reached	6,839
Accounts engaged	353
Profile activity	70

Reach ⓘ

**6,839**

Accounts reached



Likes: 276  
Comments: 95  
Plays: 4,670  
Accounts Reached: 4,382

View insights

Accounts reached	6,839
Accounts engaged	353
Profile activity	70

Reach ⓘ

**6,839**

Accounts reached



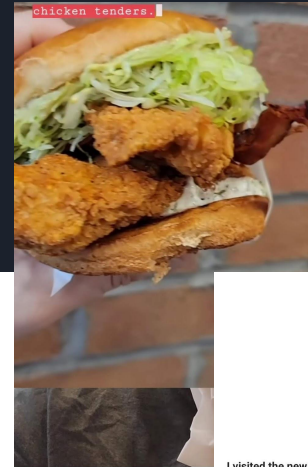
Likes: 267  
Comments: 22  
Plays: 7,075  
Accounts Reached: 6,924

View insights

Reel Insights ⓘ

Instagram and Facebook plays	4,691
Instagram likes and Facebook reactions	276

Instagram ⓘ



Likes: 229  
Comments: 33  
Plays: 5,106  
Accounts Reached: 4,764

View insights

Reel Insights ⓘ

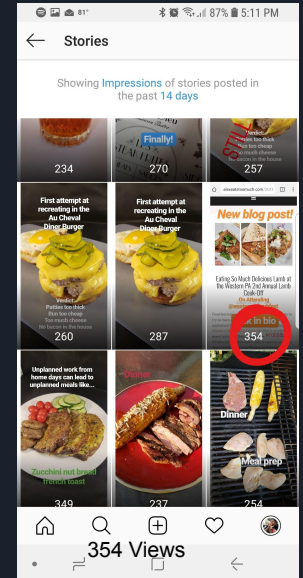
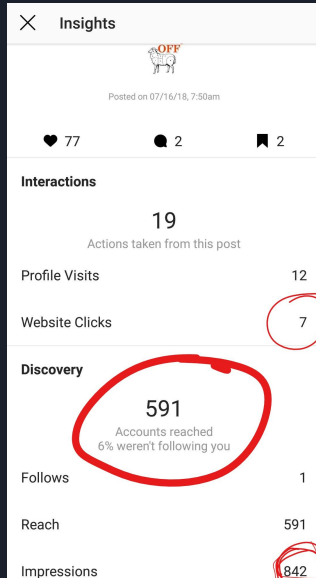
Instagram and Facebook plays	6,283
Instagram likes and Facebook reactions	232

Instagram ⓘ

**4,764**

# Event Promotion

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



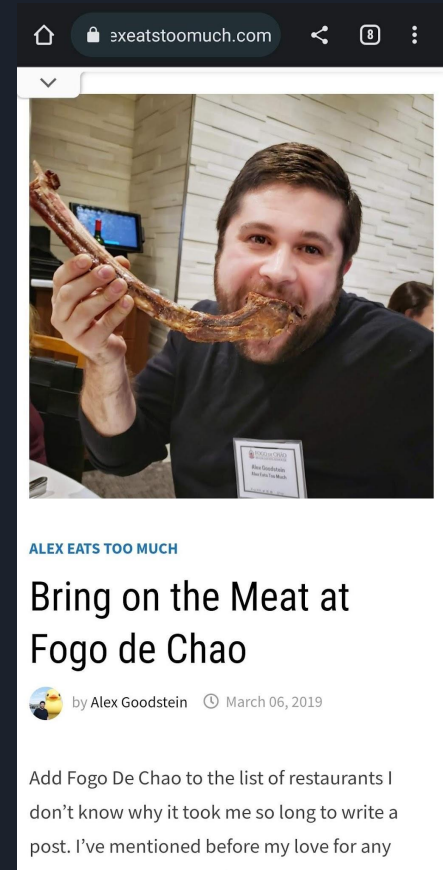
# Blogging

Also part of the AlexEatsTooMuch brand is [AlexEatsTooMuch.com](https://www.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

Approximately 1,500 page views per month

Blog traffic is currently growing as links are more regularly discovered thru greater reach of Twitter and improvements to SEO.



Screenshot of a mobile browser showing a blog post from AlexEatsTooMuch.com. The browser address bar shows "alexeatstoomuch.com". The post features a photo of Alex Goodstein eating a large piece of meat. The title is "Bring on the Meat at Fogo de Chao" and it is dated March 06, 2019.

**ALEX EATS TOO MUCH**

## Bring on the Meat at Fogo de Chao

by Alex Goodstein March 06, 2019

Add Fogo De Chao to the list of restaurants I don't know why it took me so long to write a post. I've mentioned before my love for any

# Pricing



## Instagram:

- \$500 per Reel
- \$300 per photo post
- \$200 per Story Series (3-5 slides)
  - Content and caption created by Alex and hashtagged #ad and/or #sponsored as appropriate
  - Content can be approved if requested
  - All content cross posted to Twitter, Facebook, and Tiktok where applicable
  - Discounts available for 3+ recurring series

## Sponsored Blog Post:

- Starting at 500 for \$200
  - Minimum 500 Words with Photos
  - Content written by Alex
  - It will be footnoted the post is sponsored
  - Price increases \$100 per 250 words

## Notes:

- Prices do not include reimbursement for food or travel if necessary. Food and travel can be included into a package deal.
- Package deals and discounts are available.