

AlexEatsTooMuch Media Kit

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Updated for 2023
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About AlexEatsTooMuch

- Created in August 2017, AlexEatsTooMuch is an Food Instagram account with accompanying Twitter, TikTok and Facebook and blog available at 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 March 2023, the Instagram account is at 6,400 followers and growing with a month reach on average over 35,000 accounts
 - Key Follower Demographics
 - 25% Pittsburgh Region
 - 75% Age 25-44
 - 2:1 Female to Male



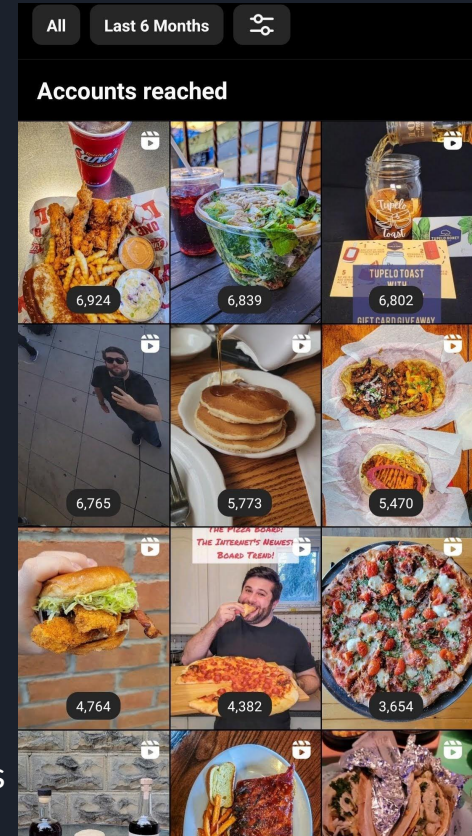
Proposal & Services

- Proposal

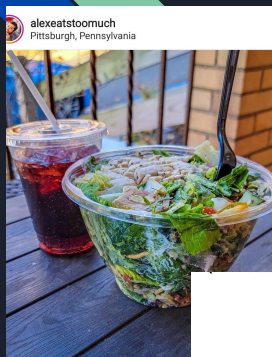
- Pittsburgh has a bustling restaurant and exciting events
- Foodies use Instagram and Tiktok to share their interest in great restaurants and home cooked meals
- Many Pittsburghers will travel for food and experiences
- Food influencers work with restaurants and brands to promote new menus, products 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

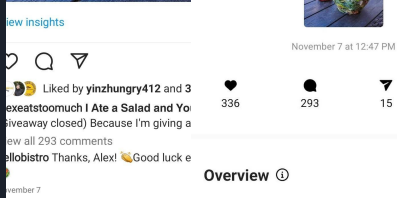
- Visiting place of business or sent product to do the following
 - Feature foods, menus, upcoming events, experiences and travel locations
 - Create a Photo Posts, Reels, Stories, TikToks and Blog Posts
 - Interact in a positive manner with other Influencers



Instagram Examples and Analytics



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



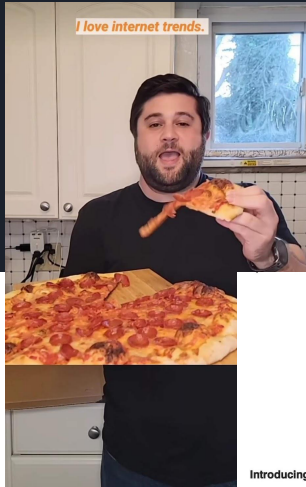
Overview

Accounts reached	6,839
Accounts engaged	353
Profile activity	70

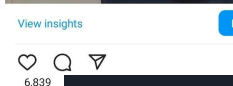
Reach

6,839

Accounts reached



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



View insights



Introducing the Latest Instagram Trend: Piz
alexeatstoomuch · Original audio
October 31 · Duration 0:45

Reel Insights

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

Instagram



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



View insights



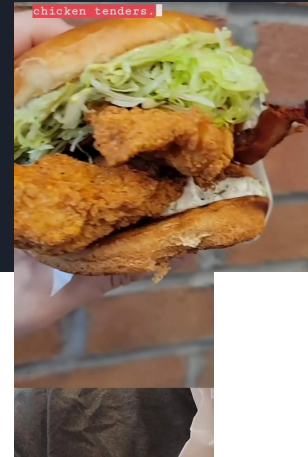
Ok it was first @raisingcanes experience y
Harry Styles · Golden
July 3 · Duration 0:08

Monetization

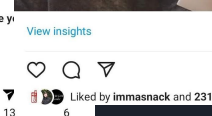
Monetizing

Reel Insights

Instagram and Facebook plays	7,125
Instagram likes and Facebook reactions	270



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



View insights



I visited the new location of @chickenguy in PPG Plaz...
alexeatstoomuch · Original audio
November 17 · Duration 0:28

Reel Insights

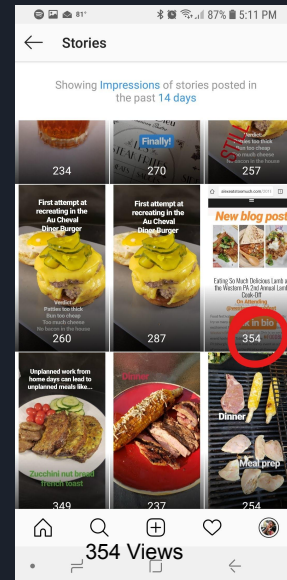
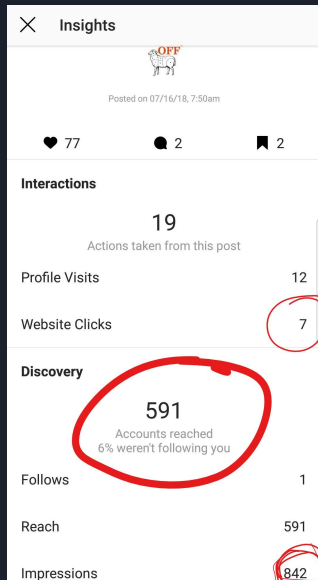
Instagram and Facebook plays	6,283
Instagram likes and Facebook reactions	232

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)



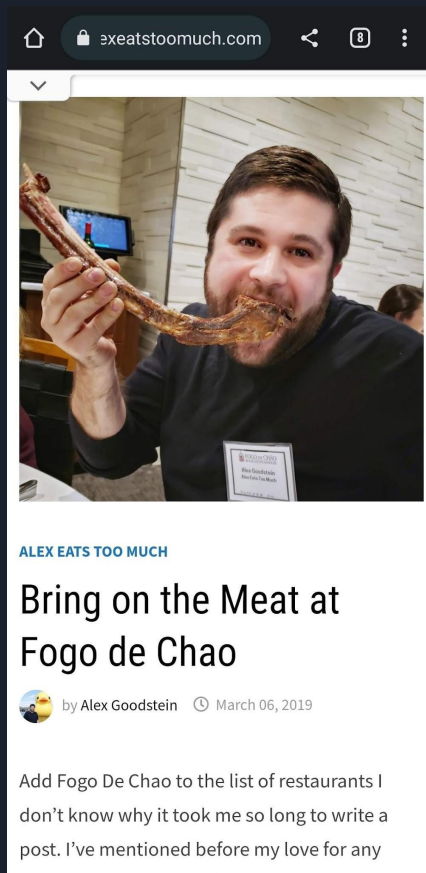
Blogging

Also part of the AlexEatsTooMuch brand is AlexEatsTooMuch.com, 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.



Pricing



Packages:

- \$700 - 1 Instagram Reel/TikTok/YouTube Short, 1 Story
- \$1,000 - 1 Instagram Reel/TikTok/YouTube Short, 1 Static Post, 2 Stories
- \$1,500 - 1 Instagram Reel/TikTok/YouTube Short, 2 Static Posts, 3 Stories
- \$2,000 - 2 Instagram Reel/TikTok/YouTube Short, 2 Static Posts, 4 Stories
 - Stories are 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
 - Prices do not include reimbursement for food or travel if necessary. Food and travel can be negotiated into a package deal.
 - Individual prices available upon request

Sponsored Blog Post:

- Starting at 500 Words 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