



## About my blog



[kateonconservation.com](http://kateonconservation.com)

Kate on Conservation is an online space dedicated to spotlighting wildlife conservation and environmental issues worldwide. I began my blog as a campaigner and educator, determined to spread the word on issues I felt weren't receiving the media coverage they should have been, and to inspire others to take an interest in the need for protecting wild flora and fauna. No issue is too big or too small when it comes to empowering people with detailed, researched and expert-led knowledge — especially those who are seeking authentic green news and conservation information online.

110,500

WEBSITE VIEWS  
IN 2022  
(9.2K A MONTH)

50,000

UNIQUE VISITORS  
IN 2022  
(4.1K PER MONTH)



6.5K



4.5K



4K

## PACKAGES & PRICES

**Sponsored post:** Written by Kate to appear on blog feed, promoted on quarterly newsletter: **£200**

**Sponsored post and social media package:**  
Incl. the above, plus 1x Instagram/Twitter video (30seconds max), 2x Instagram stories, Facebook post and agreed hashtag: **£250**

**Guest post hosting:** Includes editing, image resizing, brand/personal bio and link back: **£100**

**Social media campaign:** 2 x Instagram stories videos, 1 x Instagram grid post, 2 x Twitter posts, Facebook post on business page and dedicated group, use of agreed hashtag: **£175**



# EXAMPLE CAMPAIGN

OLD MOUT CIDER: SAVE THE KIWI

## My role:

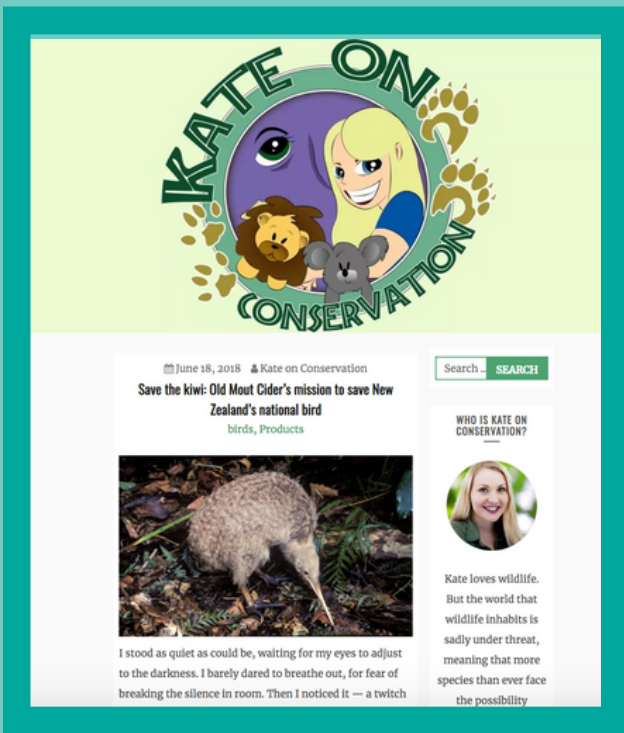
To encourage the British public to join the movement to save the kiwi by signing a pledge. This pledge provided a 20p donation to Kiwis For Kiwi to help fund projects like the predator free islands.

## Deliverables:

**1x blog post:** Discussion on Old Mout Cider's campaign Details and findings of Michaela Strachan's trip to NZ. Link to the website to drive sign ups

**1x Instagram video:** Static and live on my feed including information about the overall campaign and why I personally joined the mission. Key statistics regarding the kiwi's decline.

**2x Instagram stories:** Mention of the video to encourage followers to go and watch the full video. Mention of the website to drive sign ups.



## PREVIOUS BRAND PARTNERS

*I love to work with cruelty-free, vegan brands wildlife fundraisers and nature-loving/eco-friendly social enterprises. Here are some previous brand partners I've worked with...*



OLD MOUT CIDER



## ABOUT ME

Kate on Conservation is Kate Stephenson; a blogger of 10 years and former **Education Editor** at **National Geographic Kids**. I have 15 years of journalism experience and have previously worked for **Discovery Communications, Discovery Education, Channel 4 Learning, Channel 4 Talent, BBC Blast and BBC Norfolk**. I have worked as a blogger, social media officer and have had photography published by **BBC Earth**. I am a **Trustee of Born Free Foundation** and Founder of **The Wildlife Blogger Crowd**; a collective of wildlife and eco content creators, spanning online bloggers, social media curators, podcasters, filmmakers and more.

