

# MY SECRET *Avenue*

BY DARYA ZOZULYA

MEDIA KIT



MYSECRETAVENUE

## GET *to* KNOW

As a social media native, Darya has been creating content and navigating the digital space for high-profile brands for over a decade. She is the Founder of the digital diary My Secret Avenue and is an influential voice in lifestyle, beauty, fashion and wellness industries.

Darya is a magnetic leader who has led creative campaigns for beauty clients including L'Oréal, Avène, YSL Beauty, NARS, Charlotte Tilbury and many more.

## *INSPIRATION*

By unifying beauty, lifestyle and fashion, My Secret Avenue's goal is to inspire people to find their path forward to their ultimate lifestyle goals.





# & FOLLOWING STATISTICS



INSTAGRAM

*150,000+ followers*

Story views : **20k** per frame  
Monthly Account Reach : **180k**  
Monthly Content Interactions : **130k**  
Likes per post : **3500-4000**  
Comments per post : **70-100**  
Video views : **50-70k**



MYSECRETAVENUE  
BLOG

AVG Monthly  
Page Views

*25k*

AVG Monthly  
Unique Views

*20k*



## DEMOGRAPHICS

80% FEMALE

20% MALE

25% - 18-24 Years Old

45% - 35-44 Years Old

20% - 45-54 Years Old

10% - 54+ Years Old

## BRAND SHOUTOUTS & COLLABORATIONS

Dior Beauty  
Lancôme  
Aveno  
L'Oreal  
Maison Margiela  
YSL Beauty  
Alo Yoga  
Revolve  
Ted Baker  
Fairmont  
Rosewood  
Ralph Lauren  
Bandier

Koral  
Ragdoll La  
Barton Perreira  
GUESS  
P.E. Nation  
Tata Harper  
Youth to the People  
Drunken Elephant  
Charlotte Tilbury  
Tamara Mellon  
Soul Cycle  
Sakara Life  
Penfold's Wine



## TOP COUNTRIES

USA  
CANADA  
BRAZIL  
RUSSIA  
ENGLAND

## TOP CITIES

NYC  
LA  
VANCOUVER  
TORONTO  
SAO PAULO  
LONDON  
MOSCOW

# SERVICES

## INSTAGRAM POST

For brands looking for social media exposure, MYSECRETAVENUE will strategically determine the best post for highlighting products and/or content with the help of the brand. We will work with you to determine a desired date and time that is most desirable for the post to be published.

## BLOG POST

Businesses that are a fit for the MYSECRETAVENUE brand are welcome to sponsor the full content of a blog post. Darya will collaborate with brands to determine the message and goal of the posted content. The post will be written in her distinct voice and sharing her authentic opinions. A desired post date will be discussed and determined based on the brand's wishes and in keeping with the MYSECRETAVENUE editorial calendar.

## BLOG POST + SOCIAL MEDIA PUSH

A sponsored blog post & social media push consists of a blog post (as outlined above), & social media amplification via Instagram. The sponsored post will be featured across media channels on the same day of the blog posting. \*\*Gifted product & giveaway product is in addition to these rates. Items gifted to MYSECRETAVENUE for blog and/or social media feature will not be returned.

## VIDEO

Ranging from IGTV, Reels, In-feed video or a video for brand's usage, we can post content relevant to your brand that will shine in motion.

## STORIES

Interactive stories can be created showcasing your product(s) in the most natural, authentic, and engaging way possible.







DARYA ZOZULYA

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