

jayde archives

media kit



HELLO I'M JAYDE!

A fairytale-moment-obsessed Australian travel blogger, vlogger and content creator living in Zurich, Switzerland and wandering the world with my rose tinted glasses. With a background in graphic design and marketing, I have a passion for creative collaboration and crafting beautiful content. My social media channels focus on travel, lifestyle and fashion.

My content focus

As a minimalist who wears more pink than black and white, an everyday girl trying to live my most eco-friendly life (I'm a proud outfit repeater and capsule wardrobe addict) and a blogger who openly shares resources and knowledge, I create my content with the hope that I give my audience that little (or big) nudge they need to chase their wildest dreams and be their best selves.

Keeping it real

Authenticity and honesty are very important to me and so I love working with brands that I am personally interested in and which align with my core values.

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CHANNELS AND AUDIENCE

CHANNELS

jaydearchives.com



60K+
@jayde_archives



1.5M+
monthly reach



1.5K+
subscribers



10K+
subscribers



INSTAGRAM

by numbers

60K+
followers

8+ %
engagement rate

2000+
stories viewers

audience

79%
female

32%
aged 18-24

45%
aged 25-34

top locations

15% USA / 15% Switzerland / 10% UK /
10% Australia / 5% Germany / 5% Italy

THE BLOG

by numbers

18K+
unique monthly users

20K+
monthly sessions

50K+
monthly pageviews

audience

94%
female

40%
aged 25-34

17%
aged 35-44

top locations

30% USA / 15% Switzerland / 10% UK / 10% Canada /
10% Australia / 5% Germany / 3% Italy /
2% Belgium / 2% France / 2% Netherlands / 2% Austria



BRANDS I'VE WORKED WITH

Hotels



Tourism



Fashion and Lifestyle



Kind Words

"I really enjoy working with Jayde, she is really sweet, hard working and creates memorable content that our followers love. Really love her work."

Hoon, Marketing Executive - Welmel

"I loved working with Jayde on our giveaway promotion! She was very professional and trustworthy and the successful campaign helped us to grow our Instagram community by 12%+ in only a few days. We would definitely work with Jayde again!"

Ariane Dross, Director of Sales - B2 Boutique Hotel + Spa

"We love the beautiful, dreamy photos and videos Jayde created for us. With her fairytale style she was a perfect fit to produce content for the theme of "Winter Wonderland Bern". Jayde was wonderful to work with, very professional and reliable, producing high quality content in a short amount of time. We also loved her positive attitude and the passion she showed for the project.

Madlaina Schaad, Social Media & Content Manager - Bern Tourism, Switzerland

"I was absolutely thrilled with the blog post Jayde put together for us, it was one of the best I'd read in a long time! I enjoyed it from the beginning to the last word and the photos were beautiful! I would love to work with Jayde again in the future."

Riley Knopf, Social Media Manager - LUSH Switzerland

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LET'S WORK TOGETHER

COLLABORATION OPPORTUNITIES

Brand ambassadorship / Social media promotions & competitions / Sponsored posts /
Brand affiliation / Press and social media travel

SERVICES

Marketing & social media consulting / Content creation (writing, photography, videography)

Instagram Collaborations

INSTAGRAM POSTS

With 2000-10,000+ likes and 200+ comments/post, my followers are highly engaged. I can promote your destination, product or service with beautiful imagery and tag your brand in the caption and photo to direct traffic to your page.

INSTAGRAM STORIES / IGTV

With an average of 2000 views/story and 5000+ views/IGTV, video content gives a more in depth experience. I can promote your destination, product or service with beautiful imagery and tag your brand in the story to direct traffic to your page.

Blog and Vlog Collaborations

BLOG POSTS

If you're looking for more detailed written content, I can feature your brand in a dedicated blog post. All posts are cross-promoted on Instagram, Facebook and Pinterest, as well as to my e-mail subscriber list of 10,000+.

YOUTUBE VLOGS

My YouTube videos get an average of 1000+ views and great for providing a more in-depth look into a destination, hotel or product. All videos are cross-promoted on Instagram, Facebook and Pinterest, as well as to my e-mail subscriber list of 10,000+.



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GET IN TOUCH

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