

# MEDIA KIT

20  
23



JULIA  
CHUBAROVA

BLOGGER:

LIFESTYLE / TRAVEL / SPORT

# About me

Former professional athlete.

Ex-WTA player. Member of the Russian beach tennis team. World champion and ex-top 10 in the world ranking.

Journalist / Pr-specialist. I have experience in organizing major sports events (ATP, WTA, TE) in roles from sports media agent assistant to head of the press center. Worked as content-writer at ITF.

Since 2017 I have been permanently living in Latvia. I'm involved in development of beach tennis and also run my blog.



**13K+**

Instagram  
followers



**450K+**

Max reach of 1  
single video Reels



**22K+**

Tiktok followers



**2M+**

Max reach of 1  
single video



## About my blog:

I have a blog on 3 platforms: Instagram, Tiktok and website.

On Tiktok, I mainly cover topics related to life in Latvia;

The website is dedicated to travel content: Latvia and around the world;

Instagram covers more topics within my lifestyle, from sports to travel.

Below you will find a detailed description of each social network together with advertising cases.



Instagram

@JULY\_CHOO

This platform reveals me as a person in the best way.

I lead and promote a healthy + nerd lifestyle with reading books, analyzing cultural phenomena, and sports training.

And also the usual lifestyle with relationships, travel, restaurants, massages and self-care.

My blog is for smart middle and upper middle class people.



## Advertising Options:

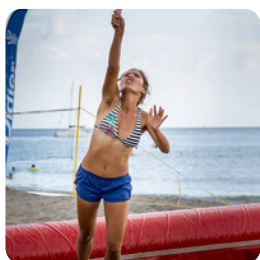
- Long-term cooperation:

The brand fits into my lifestyle, thus making several touches with the product and increasing the trust of the audience.

- A one-time mention of a product in the form of separate content or product placement.

## Content categories

LIFESTYLE



LIFE IN LATVIA



TRAVEL



SPORT



HISTORY / MARKETING



## ACCOUNT REACH (FOR JULY 2023)

200K

Account reach  
for the last 30  
days

9K

Max reach of 1  
single post

90K

Max reach of 1  
single Reels

2.2K

Max reach of 1  
single stories



48% - Riga  
13% - Other cities in  
Latvia

65% - 25-44 age  
74% - F / 26% -M



Tiktok

@JULY\_CHOO

Tiktok is dedicated to my life in Latvia.

- Reviews of interesting places and services in Latvia;
- Selections of restaurants;
- Emigration to Latvia;
- My comments on some events;

I also add travel content to the blog, mainly considering that it is for the Latvian audience.

BLOG ADVERTISING OPTION:

A separate video or product placement.



## ACCOUNT STATISTICS (AS OF JULY 2023)

20K

Average reach of 1 video

2M

Max reach of 1 video



60% - Latvia

72% - Riga

Russian Language



My website

JULYCHOO.COM

The site is dedicated to the theme of travel.

There you will find the following sections:

- LATVIA: Interesting places reviews / Restaurant selections / Emigration history and tips.
- WORLD: Travel guides for different countries + reviews of interesting places;

LANGUAGE: Russian and English.

ADVERTISING OPTIONS:

Contextual advertising / product placement;  
Custom article.



# PRICES:

**Mention in stories** 80 euro  
+pvn

*1-3 stories with mention of your brand / product.*

**A complete review in stories** 150 euro  
+ pvn

*7-10 stories with a detailed review of your product. It is possible to do multiple mentions for some period of time.*

**Tiktok Video** 150 euro  
+pvn

*Video dedicated to your brand / product.*

**Review in Stories + Tiktok video** 200 euro  
+pvn

*7-10 story about the product + a separate video in Tiktok*

**Video Reels** From 350 euro  
+pvn

*Video dedicated to your brand / product.*

*The price depends on the complexity of shooting the video.*

**Advertising on the website** From 50 euro  
+pvn

*From contextual advertising to publishing your article or writing.*

**All incl advertising** From 400 euro  
+pvn

- *Stories (multiple mentions);*
- *Tiktok video;*
- *Reels video.*



**Other options for cooperation are possible. Contact me directly.**

# ADVERTISING CASES IN JUNE-JULY 2023

## Stylist services

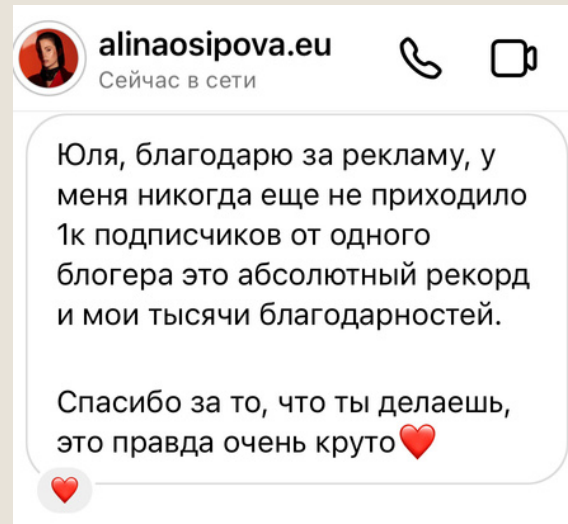
### ADVERTISING METHOD:

Brief mention in stories (3 stories) + Reels video and Tiktok video.

### RESULTS:

- 346K Reels views;
- 450k video views on Tiktok;
- + over 1k new followers on Instagram and +400 followers on Tiktok
  - Several service orders at once.

### REVIEW:



## Steak house

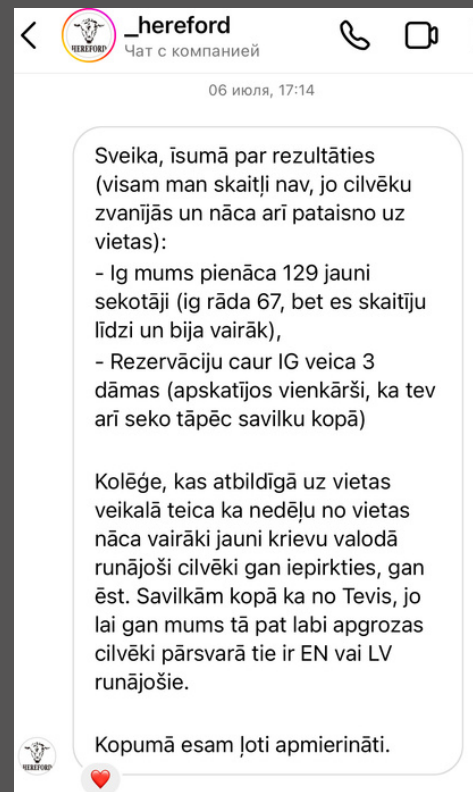
### ADVERTISING METHOD

Big review in stories (10 stories) + Reels video and Tiktok video.

### RESULTS:

- 235K Reels views;
- 95k video views on Tiktok;
- 546 - total number of clicks from stories to restaurant profile.
- + more than 100 new followers on Instagram;
  - New clients instantly.

### REVIEW



# ADVERTISING CASES IN JUNE-JULY 2023

## Spa ritual

### ADVERTISING METHOD:

Big review in stories (17 stories) + Reels video and Tiktok video.

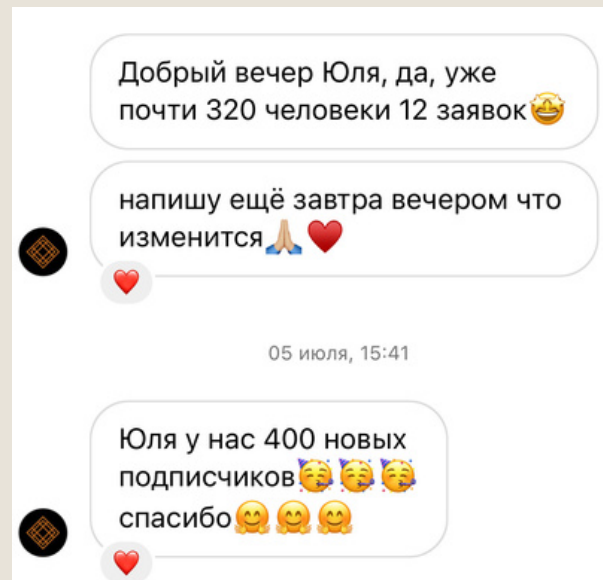
### RESULTS:

-10,3K Reels views;  
-42.5k video views on Tiktok;  
-623 - total number of transitions from stories to sauna profile.

400 new followers on Instagram;

- 12 purchases right away after the advertising (one purchase is about 250 euro).

### REVIEW:



## Итальянский ресторан

### ADVERTISING METHOD

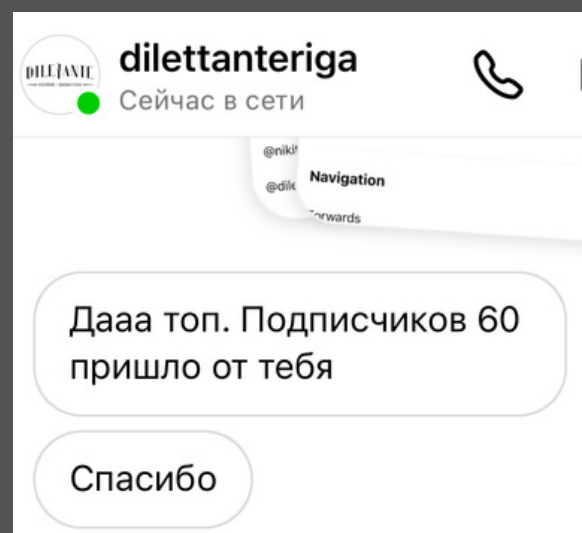
Big review in stories (8 stories) + video in Tiktok.

### RESULTS:

- 1300 people watched each stories;
- 238 total number of transitions from stories to the restaurant profile;
- 52.5k video views on Tiktok;
- + 60+ new Instagram followers after posting a stories.

### REVIEW

This review was written before the video was posted on Tiktok.



# LONG-TERM COLLABORATION

I have been cooperating for about a year with the Endosphere and laser hair removal studio.

## MY SERVICES:

- Review in stories during each visit to the studio and between them: review of intermediate results, mentions within stories on the topic;
- Posting multiple Reels videos and videos on Tiktok: about procedures, results and in between;
- Mentions of the studio in posts;
- Exclusivity: I will not advertise any services in competing salons. Even
- Assistance in setting up a studio account before publishing advertising, as well as finding other bloggers for advertising.

## RESULTS:

- The studio has many new clients;
- New subscribers and customers from every touch with an ad, even a year after the first ad was published;
- Maximum trust in advertising.

## IMPORTANT

- I only advertise products/services that match the content of my blog, and I understand that I can advertise them well;
- Before starting cooperation, I will advise you which option is best for your product, and I can also give advice on how to prepare for advertising;
- I will also provide examples or a plan of how I plan to advertise;
- After cooperation, you will receive a report on reach and clicks to your page.

If the ad is not successful (the videos got few views / clicks), then I will try again in a new format.