

MATT & GRACE

lifestyle content creators



ABOUT ME

We are outdoor, travel and healthy lifestyle content creators based in the United States. On our social channels, we share backpacking adventures, healthy recipes, travel destinations, as well as pet friendly things!

The Golden Road is our way of serving others by providing them with genuine content that allows us to build authentic connections online.



SERVICES WE OFFER

- Sponsored Posts
- Image Licensing
- Stories with Links
- Whitelisting
- Link-In-Bio
- Giveaways
- UGC
- Event Attendance

DEMOGRAPHICS

GENDER	84.2% female // 15.7% male
AGE	25-34 (29.4%) // 35-44 (25.9%)
LOCATION	USA (92.9%), Canada (1.9%), United Kingdom (1.4%)
INTERESTS	travel, adventure, healthy lifestyle, dog friendly activities, cooking, camping

STATS

 32,400 followers // 82,000 avg reach
 14,000 followers // 17,000 avg reach
 370,000 followers // 1.3m avg reach
 3,200 followers // 7,700 avg reach

Happy Clients

- Frontier Co-Op
- Cotopaxi
- Angry Orchard
- Solo Stove
- BBQ Guys
- Rumpl
- Setpower
- LL Bean
- Maxines Heavenly