

to have + to host

MEDIA KIT

Entertaining Content Creator & Lifestyle Blog



TOHAVETOHOST.COM



TO HAVE + TO HOST BLOG

What is To Have + To Host?

Established in 2016, and growing ever since with a loyal following, To Have + To Host is an entertaining blog and micro-influencer brand developed by Lory Parson. Content revolves around stunning tablescapes, recipes and home accents to make entertaining enchanting - yet simple and fun for the hostess with the most.

Metrics & Analytics

- Instagram: 21.3k Followers
- Instagram Reels: Average 9.7K views per post
- Instagram Engagement Rate: 3%
- Click thru rate from Instagram: 69%
- Pinterest:
 - 1.6M Monthly Views
 - 40K+ Average Monthly Engaged
 - 4.6K+ Followers
- Monthly Pageviews: Average 5.9K
- May 2021 Pageviews: 17K

TO HAVE + TO HOST BLOG

Brand Engagements

YANKEE
CANDLE®



Sur la table



LENOX

VH
Vagabond House



west elm

VIETRI
IRRESISTIBLY ITALIAN

simply
CHOCOLATE

As seen in:

Grateful

COTTAGES
& BUNGALOWS

UPTOWN

MODERN
LUXURY

HolidayDecor

POTTERY
BARN

ICONIC
LIFE

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Collaboration Opportunities

- Instagram in-feed content sponsorship
- Instagram story content sponsorship
- Pinterest content sponsorship
- Product giveaway campaigns
- Content production
- & more...

Rates

\$750 minimum includes:

- One in-feed Instagram post
- One, 3-frame Instagram Story with links

For other options, please get in touch.

How to Reach Me

Email: lori@tohavetohost.com

Social Media: @tohavetohost

Brand collaborations Managed by
Stephanie Riel, RielDeal Marketing

Contact: hello@rieldealmarketing.com