



MEDIA KIT

TOHAVETOHOST.COM



TO HAVE + TO HOST

Entertaining Content Creator &
Lifestyle Blog

August 2020



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 (IG): 23.8k Followers
- IG Impressions: Average 300,000 monthly
- Instagram Reels: Average 15K views
- IG Engagement Rate: 3%
- Click thru rate from Instagram: 69%
- Pinterest:
 - 1.4M Monthly Views
 - 40K Average Monthly Engaged
 - 5K+ Followers
- Average Monthly Page views: 11,260



TO HAVE + TO HOST BLOG

Brand Engagements

YANKEE
CANDLE®

SINCE 1935
Mezzetta
FAMILY CO.

MICHAEL MICHAUD
Inspired by Nature

Powell & Mahoney
CRAFT COCKTAIL MIXERS

VH
Vagabond House

simply
CHOCOLATE

Sur la Table

BODRUM

LENOX

CRISPS
34°
CRISPS

west elm

VIETRI
IRRESISTIBLY ITALIAN

As seen in:

COTTAGES
& BUNGALOWS

HolidayDecor

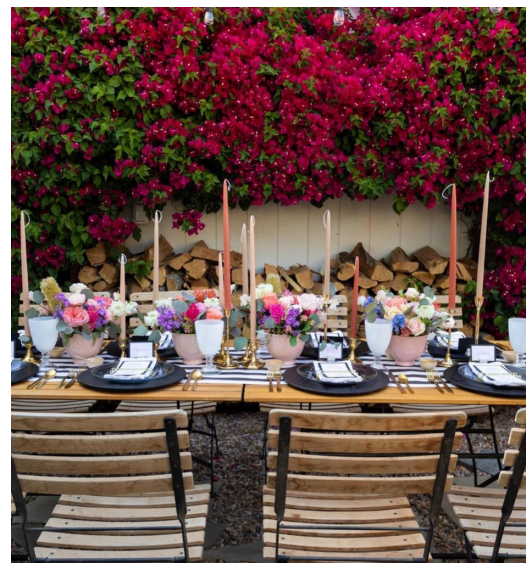
ICONIC
AMERICAN
FARMHOUSE
Style

Grateful

UPTOWN

POTTERY
BARN

MODERN
LUXURY



TO HAVE + TO HOST BLOG

Collaboration Opportunities

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

Rates

\$750 minimum for campaign collaborations

How to Reach Me

- Email: lory@tohavetohost.com
- Social Media: [@tohavetohost](https://www.instagram.com/tohavetohost)

Brand collaborations Managed by
Stephanie Riel, RielDeal Marketing

Contact: hello@rieldealmarketing.com