



# Amy Shojai

PET BLOGGER  
INFLUENCER

AmyShojai.com



## ABOUT ME

A trusted journalist for 30+ years, Amy's known for her even-handed reporting about cat and dog care, behavior, and products. She provides vetted information in a fun, accessible format that "pet parents" trust, seek out, and share with peers. A certified animal behavior consultant, award-winning blogger and pet book author of 35+ titles, Amy's also a sought-after spokesperson.

Bling, Bitches & Blood Blog offers clients positive exposure for their pet products and services, using the "multiplier effect." Amy shares blogs widely on social media and newsletters, reaching pet experts, dog trainers, behaviorists, veterinarians, and other pet enthusiasts who re-share via their own social venues.

## WHO FOLLOWS ME



78K

reach



4%

engagement rate



most of  
the followers are  
from the US



78% women

22% men



74%

are 34 + y.o.

## PREVIOUS SUCCESSFUL PARTNERSHIPS



- Hill's
- Adam's Pet Care
- Tidy Cats
- Arm & Hammer
- Pet360
- Grammarly
- PetsBest

CONTACT ME: [amy@shojai.com](mailto:amy@shojai.com)

# COLLABORATION

## opportunities

### PRODUCT REVIEWS

Written Product Reviews	\$ 500
Video Product Reviews	\$ 650
Written + Video Combo Reviews	\$1000

### GIVE-AWAYS

Product Give-Aways (Brand ships to winner)	\$ 800
Product Give-Aways + Written or Video Review (Brand funds shipping)	\$1500

### SPONSORSHIP PACKAGES

Sponsored/Guest Post Brand provides assets (copy, images, videos)	\$1500
Sponsored/Guest Post Blogger creates assets from Brand-provided product.	\$3000
Sponsored Campaign 3 (three) branded posts, Brand provides assets (copy, images, videos)	\$4000

### OTHER OPPORTUNITIES

Appearances, Spokesperson, Brand Ambassadorship (travel funded by Brand)	\$1500+ per diem
<u>Content Creator</u> ( <u>see examples</u> ).	\$ 500+
Content Reviewer (per blog post)	\$ 90+



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