

ROBYN BIRKIN



# Media Kit

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2019

# ROBYN BIRKIN

Author, Podcaster + All-round Fertility Fixer

## ABOUT ME



First of all, BIG thanks for being here!

I'm an Aussie girl who lives on the West Coast of Australia with my surfie dude husband, two little girls and two naughty rescue cats.

For some people, having a baby is easy, but for others, like me, it's a long and tough rollercoaster. My journey starts off just like most of us. I thought having a baby would take no time at all. A year later, We found ourselves at the fertility clinic, and several ovulation inductions, IUI's, IVF cycles, OHSS and a miscarriage later, finally conceived.

But not before completely overhauling our lifestyle - everything got a radical makeover! My diet, my household, my mindset and so much more. Nowadays I wouldn't even recognise the person who lived in my body before!

Now, I am passionate about helping women not only survive the process of trying to conceive, but thrive! My super power? Helping type A women find calm, confidence and happiness in their TTC journey and feel like warriors. I am a little woo woo. A lot straight shooter. I have never turned down a bowl of mashed potato and if you love Salt n Pepa, well... you're soul sisters.

I am the host of the award-winning Fertility Warriors podcast where I interview other fertility warriors, and share advice and tips on how to conceive, how to navigate the world of fertility treatments and how to be your best and healthiest self.

I am also the author of Screw Infertility, the core educator for The Fertility Warrior Intensive course, and the My Missing Piece Membership.

I've kept this media kit super concise but with everything you need to know to work with me, but one thing you should also know is that I am committed to going above and beyond, and should you choose to partner with me, ensure that you receive an excellent return on investment.

# MY AUDIENCE

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My audience are primarily women who are trying to conceive (and struggling). They are middle-class and often looking for product recommendations from trusted sources.

99.1% Female

50% are 25 - 44 | 38.5% are 35 - 44

65% from United States

Followed by Australia, UK and Canada



## WHAT YOU CAN EXPECT

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You can expect authentic, engaging and down-to-earth captions and promotions, along with real (yet high quality) photography of your product.

I have nearly 20 years' experience in high level marketing and promotions, and am looked upon within the industry as an expert.

I pride myself on my transparency and professionalism, and will work together with your brand to achieve your objectives.

## HEY, I NEED TO LET YOU KNOW

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I only partner with companies that I truly believe will help my clients, and that have the same high level of integrity as I do, and I do not engage in shady marketing tactics. I prefer to play the long game and build a tribe of engaged and interested followers.

All sponsorships and partnerships are subject to approval and may be declined if they don't fit in with brand image or interest at the same time.

Some products/brands that may not be suitable are:

Pregnancy and parenting products - for the most part, I respect the privacy of my children online, and although I will be launching a parenting product in 2020, discussion of pregnancy and parenting is, for the most part, a trigger for my core audience. I also had an emergency hysterectomy during childbirth, which means that I am unable to assist with menstrual products.

# Stats

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**2,400**

email engaged subscribers  
(regularly cleaned to remove  
inactive subscribers)

**3,450**

Facebook group members

**1,875**

Instagram followers

**5,200**

page views per month

**8,000**

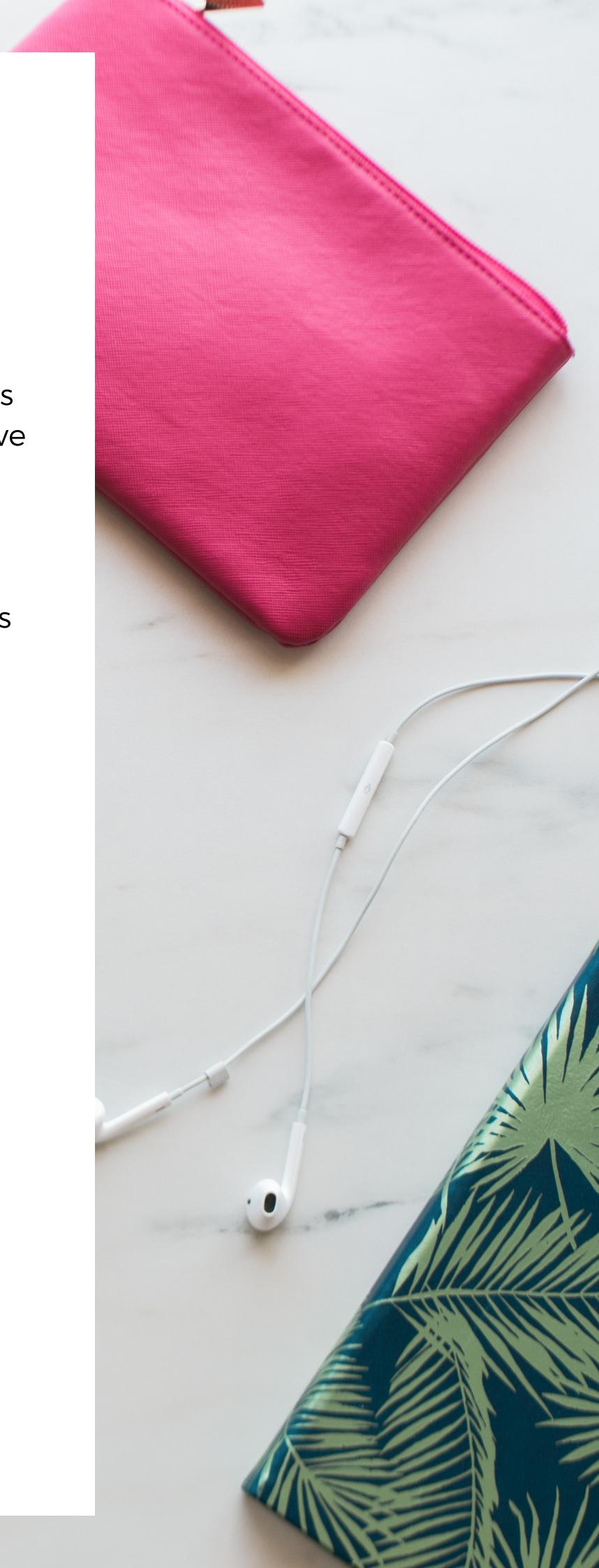
unique monthly visitors

**250,000**

podcast downloads

**230,000**

monthly Pinterest views



# Price List

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## Instagram Post Endorsement

My followers are motivated to buy, and love receiving endorsements from influencers they trust. This is a quick way to reach my followers

Single Post :: USD \$350

3 Posts:: USD \$650

## Instagram Story Endorsement

Single Post :: USD \$200 (stand-alone)

As an addition to a post :: USD \$100

## Sponsored Giveaway

My audience goes nuts for giveaways, and this is an amazing way to reach a larger audience. Please note that postage and product are to be managed by sponsor.

Single Post :: USD \$400

## Podcast Sponsorship

The Fertility Warriors podcast is one of the original and highly regarded podcasts for women trying to conceive.

Single Episode :: USD \$200

Four Episodes :: USD \$600

## Blog Post or Custom Podcast Review or Interview

All podcast episodes and blog posts include quality editing and authentic, easy-to-read/listen content, and also mentioned in Robyn's weekly email newsletter, social media channels and pinned to Pinterest on a repeated schedule.

Single Episode/Post :: USD \$2000

## Speaking Engagements

Robyn is an accomplished and natural public speaker. Contact us at [hello@robynbirkin.com](mailto:hello@robynbirkin.com) with your dates and other relevant information and a member of the team will get back to you with suggested topics and booking information  
45 minute keynote:: USD \$2000 + travel expenses

# Are we a match?

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## I HOPE SO!

Food is the way to my soul

I have never turned down a bowl of mashed potato in my life

If you put on Salt n Pepa, I will bust out the dance moves

I truly love salads and green juices

I get lost in my work and feel so passionate about helping women bring their babies into the world

I put my crystals out every full moon.. and usually have one stuffed in my bra

I swear like a trooper

Loves a good soy flat white

Has no problem making a fool of myself on the internet to help others feel better

I am a connector and an organiser

One of the rare people who LOVES public speaking

Eloped to Vanuatu to get married and would do it all again in a heartbeat

Believe in perfect imperfection

Believe in an attitude of gratitude, but that doesn't mean we have to be positive all the time

Loves the marketing and business side of entrepreneurship

My core value is discovery

Can't get enough of the crystal blue beaches and white sand in Perth

Love camping and simplicity

Our house has a boho, surfie casual vibe

Indoor plants are life

Always roll with the punches and committed to being a warrior in life

I am an over-achiever and a do-er - people count on me to make it happen

Believer in keeping it real, authentic, honest and real

Believe that conventional medical treatment can be used alongside natural intervention

I can't wait to  
partner together

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## Let's do this!

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All sponsorships are on a first come, first served basis.

12 month brand partnership packages are also available.

To propose your sponsorship, please email [hello@robynbirkin.com](mailto:hello@robynbirkin.com) to get the conversation started.



ONE GREEN PLANET  
unleash your green monster

**BIOGLAN**  
SERIOUS HEALTH

NATURAL NEW AGE  
Mum



Community  
newspaper group

Your Zen Mama

**9 NEWS**