

# MEDIA KIT



**FLUFFY FEATHER FARM**

# Hi. I'm Adam!



## FARM INFLUENCER & ENTREPRENEUR

My husband Mike and I founded Fluffy Feather Farm in 2022. After a decade immersed in the pet industry, we decided to prioritize family and forge a deeper connection with our twin boys, Kaleb and Keegan. Little did we know that our quest for quality time would lead us back to our roots and our shared love of animals. This time, we are growing farm-fresh produce and raising miniature Scottish Highland cows, miniature donkeys, goats, chickens, and ducks.

We take pride in being a family-owned and operated homestead with over 300 animals. We believe in a family-first approach and provide top quality and complete transparency. From dawn till dusk, we tend to every animal's needs, ensuring they thrive in a loving and nurturing environment. Whether it's an adorable fluffy calf, a strawberry patch, or farm-fresh eggs, our commitment to quality and our close connection to the farm as a family shines through in all we do., including creating creating social content.



## AS SEEN ON...







# Social Media

@FLUFFYFEATHERFARM

While we are a full-functioning farm, social media is also a big part of our business! We have a highly engaged and heavily invested audience, primarily women aged 25-44 in the United States. They appreciate creative content, and we make sure to give it to them. We're always excited to partner with brands that share our values and will be of interest to our active followers. If this sounds like you or your brand, we look forward to hearing from you, working with you, and putting your brand in front of the highly-engaged Fluffy Feather Fam.



## STATISTICS

1.5m

Combined  
Followers

69.6m

Monthly  
Reach

## FOLLOWERS



510k



73k



541k



320k

## AUDIENCE AVERAGE MONTHLY



90%

Women



50%

25-44 yrs old  
20% 44-55



73%

USA

## PERFORMANCE



1.2m  
Engagement



7.8m  
Views



1.4m  
Likes



1.9m  
Reached



# Content that Converts

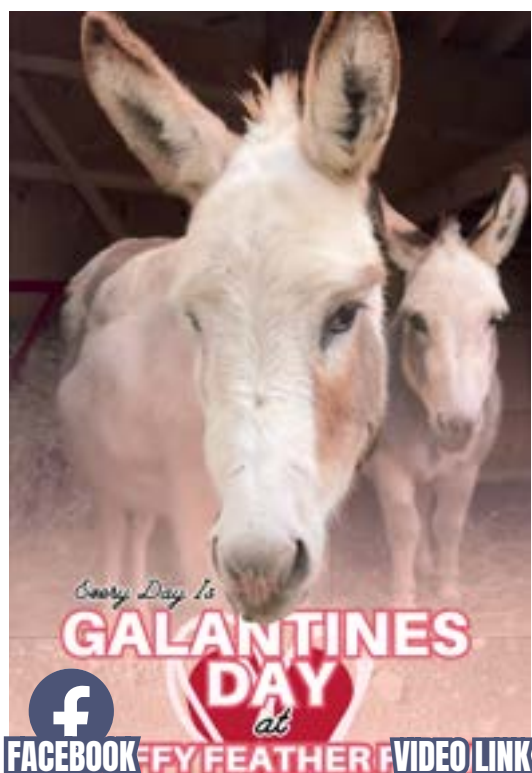
RECENT VIDEOS WITH BIG VIEWS & HIGH ENGAGEMENT



DRAMATIC CONTENT 1/21/24  
4.4M Views, 169.8K Likes  
22.3K Comments, 1K Shares



CELEBRATORY CONTENT 10/7/23  
4.4M Views, 655.6K Likes  
10K Comments 86.9K Shares



TIMELY CONTENT 2/12/24  
1.3M Views, 29.1K Likes  
490 Comments, 472 Shares



COMEDIC CONTENT 2/15/24  
1.8M Views, 155K Likes  
2.5K Comments 43.1K Shares

# Working With Us

@FLUFFYFEATHERFARM



## WHO WE WORK WITH

At Fluffy Feather Farm, we work with like-minded brands, companies, and events that share our core values, commitment, and love of family and animals. We thrive in collaboration and a community-driven environment.

## WHAT YOU CAN EXPECT

We have a highly engaged and heavily invested audience. Our audience is knowledgeable and appreciates creative content. You can expect a high ROI for the vibrant content we create for you and with you.



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[www.fluffyfeatherfarm.com](http://www.fluffyfeatherfarm.com)

(630) 338 6453



## GET IN TOUCH

If you have any questions or want additional information on working with Adam and the family of Fluffy Feather Farm, please don't hesitate to contact us.

We look forward to hearing from you,

Adam