



# *Gina Panozzo*

**MEDIA KIT**

*Last Updated August 2020*



# hi, I'm Gina



I'm Gina and I'm the proud Latina influencer and blogger behind the brand, Gina Bear. I'm passionate about solo female travel, lifestyle, and making expat guides. My mission is to empower women to travel and live abroad.

In this document, you will find information about my audience and previous brands I have collaborated with. I can't wait to hear more about your brand's goals and start brainstorming how we can create a dynamic and impactful campaign.

# Audience Demographics

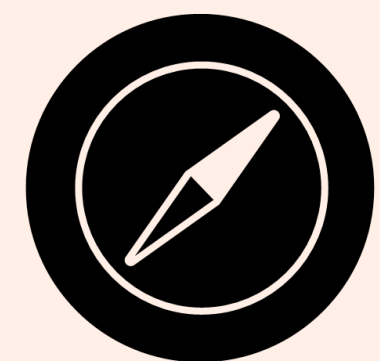
## BY NUMBERS



45 K + FOLLOWERS  
@ginabearsblog



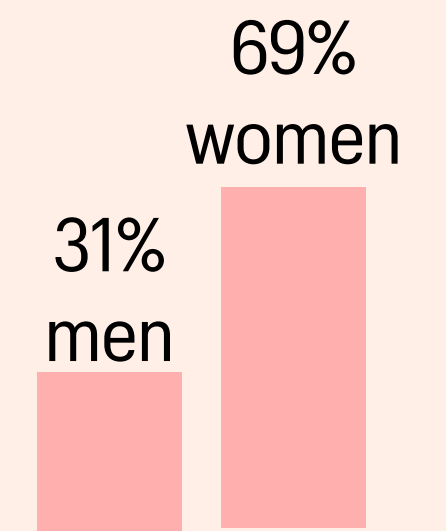
21 K + FOLLOWERS  
@ginabearstravels



22K + VISITORS/MONTH  
[www.ginabearsblog.com](http://www.ginabearsblog.com)

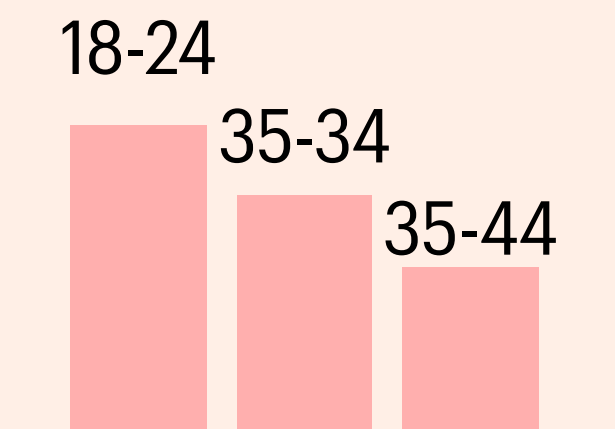
## BY GENDER

MOSTLY  
WOMEN



## BY AGE

MILLENNIALS  
& POST GRADUATES



## BY LOCATION

TOP FIVE: U.S.A., BRAZIL, U.K.,  
SOUTH KOREA, ITALY

# Previous Collaborations



## HOTELS

ANDAZ  
GRAND HYATT  
JW MARRIOTT  
MANDARIN ORIENTAL  
RITZ CARLTON  
SEAMARQ  
SHANGRI LA

## TOURISM BOARDS

KOREA TOURISM ORGANIZATION

# Previous Collaborations



## FASHION/LIFESTYLE

ANA LUISA JEWELRY

COSRX

INH HAIR

VT COSMETICS

YESSTYLE

*Thank you so much!*

I CAN'T WAIT TO WORK TOGETHER!

*gina@ginabearsblog.com*