



# 2023 media kit

## THE WILD GOLDENS

*Hi, I'm Rachel! I'm full-time Freelance Designer and aspiring Entrepreneur living in beautiful Northern Michigan.*

We spend as much of our free time as possible packing up the crew and hitting the trails to spend the weekends enjoying everything Michigan has to offer. When we're NOT hiking or visiting the beach, our three Golden Retrievers, Barley (8), Moe (4) and Cassie (4) enjoy playing fetch and swimming in our backyard. I have also become a huge advocate for rescue after adopting Cassie who was saved from the Chinese Meat Trade just last year. We hope you'll join us on our adventures!

### social stats

18.4k  
Total Followers

75k +  
Weekly Views

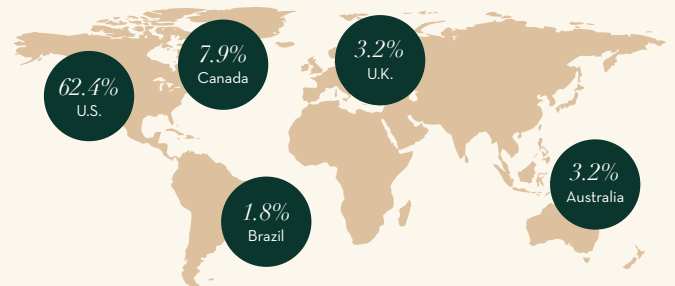
4k+  
Unique Visitors

5%  
Engagement Rate

51.9%  
Age 25-34

83.8%  
Women

16.2%  
Men



### brand pillars

*Freelance Lifestyle*  
*Dog Friendly Travel*

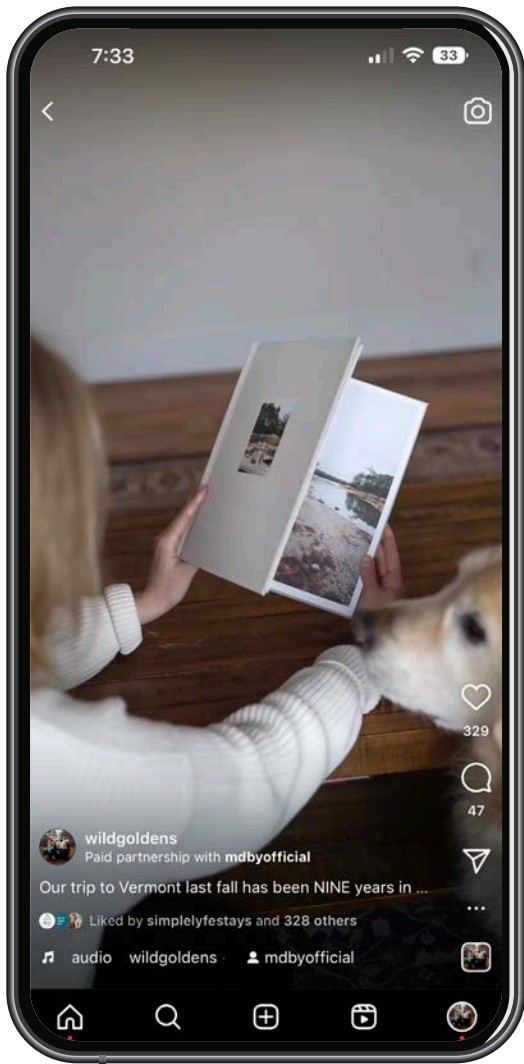
*Photography*  
*Hiking and Outdoors*





click the screen to view video inspo!





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