

CityKillerz Ventures

Influencing Urban-Oriented Millennials

INSTAGRAM ADVERTISING PLATFORM

2018 MEDIA KIT

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700,000+
FOLLOWERS

3,910,000
total number
of weekly impressions

1,255,000
weekly reach

15,000
total number of new
weekly followers

73% | 27%
male | female followers

73%
18-34 years old

4.1%
average
engagement rate

Influencer Services Include

content development | advertising | performance analytics

Instagram Accounts

@STREETS_VISION

Followers: 409,000
Engagement Rate: 3.6%

@CITYKILLERZ

Followers: 160,000
Engagement Rate: 5.0%

@CITYGRAMMERS

Followers: 87,000
Engagement Rate: 5.1%

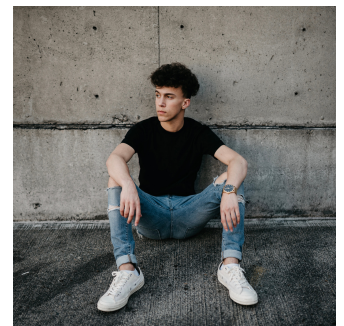
@206SHOOTER

Followers: 48,000
Engagement Rate: 3.2%

The Influencer

GAVI STALOCH

Photographer &
Social Media Entrepreneur



Gavi's interest in photography began when he was 13 years old. A couple of years later, he became intrigued with the idea of building an Instagram community of people passionate about street photography. Starting with @206shooter and @citykillerz, his Instagram community has now grown to more than 700,000 followers who share with each other their passion for images that capture urban life in cities around the world.

(unless indicated otherwise, all data shown above are estimated as of 11/7/18 for our four Instagram accounts collectively and are updated periodically; engagement rate for each account is estimated as of 11/7/18 and is based upon most recent 15 posts as of such date)