



MEDIA KIT 2026

ALAURA E.

FOOD • TRAVEL • EXPERIENCES

Discovering restaurants, destinations & unforgettable experiences worth adding to your list.

MEET ALAURA

I'm a Washington, DC-based food, travel and lifestyle creator behind AlureCoEats. I create warm, story-driven content that helps busy professionals discover great restaurants, beautiful destinations and memorable experiences worth their time and money.

From an incredible dinner in DC to a weekend getaway or an unforgettable experience abroad, my goal is simple: inspire my community to eat well, travel often and make everyday life feel a little more elevated.

@AlureCoEats

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The Audience & The Impact

Updated Instagram dashboard snapshot | October 16, 2026

3,880

INSTAGRAM FOLLOWERS

+1,312

NET FOLLOWERS / 90 DAYS

76.1%

WOMEN

81.2%

AGES 25-54

Real recommendations. Measurable interest.

Cantler's waterfront dining

132K views

5.8K likes | 188 comments | 274 reposts | 6K sends

SoulWok • Alaura Approved

79K views

3.5K likes | 90 comments | 239 reposts | 2.6K sends

Audience geography

Washington, DC 9.9% Baltimore 3.3% New York 3.3%

Audience and follower data: Instagram dashboard, 90-day audience view.

Reel views and interactions: latest Reel dashboard, 180-day selection.

Rounded display values are reproduced as shown in Instagram.

FOR TOURISM, DINING & EXPERIENCE PARTNERS

AlureCoEats helps people discover places worth visiting, saving and sharing.

THE COMMUNITY

A community built on discovery + trust

Instagram performance and audience snapshot

3.7K+

INSTAGRAM FOLLOWERS

Current audience

+27%

30-DAY FOLLOWER GROWTH

Since Aug 21

89.7%

U.S.-BASED AUDIENCE

Strong domestic reach

AUDIENCE

81.4%

AGES 25-54

Largest age segment: 35-44 (35.7%)

76.2%

WOMEN

LOCATION DEMOGRAPHICS

10.0%

WASHINGTON, DC - #1 CITY

Top cities: Washington, DC • New York • Baltimore
Oklahoma City • Philadelphia

RECENT BREAKOUT PERFORMANCE

Local discovery that drives action

Three recent Reels show strong performance across experiences, restaurants, and local destination content - with meaningful shares, saves, and follows.

238K+

EXPERIENCE REEL

23K likes • 14K sends
6K saves • 1,023 follows

113K+

LOCAL DESTINATION

5.1K likes • 5.4K sends
3.4K saves • 538 follows

70K+

RESTAURANT COLLAB

3K likes • 2.2K sends
1.1K saves • 91 follows

20K+ combined sends/shares • 10K+ combined saves

Snapshot based on Instagram Insights captured September 2026. Rounded figures used for media-kit readability.
Breakout examples: purse-making experience, Cantler's waterfront dining, and SoulWok restaurant collaboration.



PARTNER WITH ALAURA

Let's create something worth adding to the list.

RESTAURANTS & CULINARY

Restaurant features, tastings, culinary experiences and destination dining.

TRAVEL & HOSPITALITY

Hotels, resorts, cruises, tourism destinations and travel experiences.

EXPERIENCES & ELEVATED LIVING

Cultural experiences, attractions, wellness, events and memorable things to do.

PARTNERSHIP OPPORTUNITIES

Hosted Experiences • Short-Form Video • Instagram Reels • Social Storytelling • Restaurant Features • Destination Content • Hotel & Resort Features • Cruise Content • Event Coverage • UGC

CONNECT

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INSTAGRAM • FACEBOOK • THREADS
YOUTUBE SHORTS • PINTEREST • BLOG

Partnership Rate Sheet

Food | Travel | Experiences | Washington, DC + Beyond

STARTING RATES

Custom packages available based on scope, production, usage, travel and goals.

Instagram Reel	\$450
Instagram Carousel	\$300
Instagram Stories - 3 frames	\$175
Reel + 3 Story Frames	\$575
Reel + Carousel + Stories	\$750
Restaurant / Event Visit + Reel	\$500+
UGC Video - not posted	\$350+

AUDIENCE SNAPSHOT

89.7%

U.S.-BASED

81.4%

AGES 25-54

76.2%

WOMEN

10.0%

WASHINGTON, DC - #1 CITY

ADD-ONS + USAGE

Paid usage / advertising

+30% of base fee per 30 days

Raw footage

Starting at \$200

Whitelisting / Partnership Ads

+40% of base fee per 30 days

Rush turnaround

+25%

Category exclusivity

+25% of base fee per 30 days

Additional revision rounds

\$75+

GOOD TO KNOW

Rates are starting points and vary by campaign scope. Hosted/gifted experiences considered case-by-case.

Advertising rights, extended usage, exclusivity, travel and additional production quoted separately.

Let's create something worth adding to the list.

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Rates effective August 2026