

Living the Gray Life is a college lifestyle and fitness blog created in June 2015. For over two years, the blog has blossomed into a place for readers to find fitness tips & tricks, college advice, and so much more. Each post is infused with Abigail's passion for health, fitness, and college life. Through this blog she hopes to motivate other college students to get in the weight room, develop healthy lifestyles, succeed in and out of the classroom, and enjoy all that college life has to offer.

PAGE VIEWS **21,662**

UNIQUE VISITORS **15,052**

SUBSCRIBERS **180**

STATS FOR JUNE 2017



LIVING THE GRAY LIFE

ABOUT ME

Abigail Thomas is a junior Computer Information Systems major at the University of South Carolina. She's based out of Columbia, South Carolina, but spends her time off in her hometown of Knoxville, Tennessee. If she's not in class, you'll probably find her stressing over a coding project, getting her sweat on in the gym, or working on the blog. She drinks way too much coffee, loves cats a little too much, and lives for sharing her health and fitness passion with her readers.



@livingthegray
750 Followers



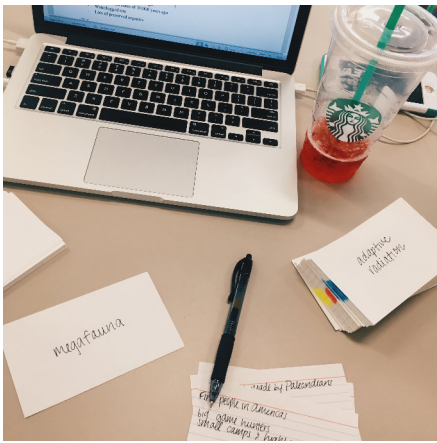
@livingthegraylife
150 Likes



@livingthegraylife
620 Followers



@abithomas45
950 Followers



**TUESDAY
& FRIDAY**
POSTING SCHEDULE

DEMOGRAPHICS

96.8% female
65.4% 18-24 years old

**BI-WEEKLY
NEWSLETTER**
ON WEDNESDAYS

SPONSORSHIP & CAMPAIGN OPTIONS

Living the Gray Life offers a variety of affordable services for your brand including, but not limited to:

- Sponsored Posts
- Brand Ambassadorship
- Product Placement
- Giveaways
- Social Media Promotion

BRAND COLLABORATIONS



COLLABORATION OPPORTUNITIES

SPONSORED POST

Sponsored Posts are unique blog posts created to showcase your product in an authentic and creative way. This includes 3-5 original, high-quality images. Posts usually have a content direction that ties in the product or brand without a review. Packages with social promotion included are available.

PRODUCT REVIEW

Product Review includes a full post dedicated to your brand. These honest reviews include a product (or service) description, pros and cons, and 3-5 original, high-quality images. Images used in post can be negotiated for brand use. Price can be negotiated in exchange for gifted product.

BRAND AMBASSADOR

Brand Ambassadorship includes a series of social promotions, often bi-weekly or monthly, as well as inclusion in at least 1 blog post throughout the month. Price is dependent on deliverables expected and may be negotiated in exchange for gifted product or service discounts.

