

JOURNEY WITH SHANNON

Fitness · Lifestyle · Trading — creator media kit

links.journeywithshannon.com · contact@journeywithshannon.com



PERFORMANCE — LAST 28 DAYS UNLESS NOTED

9.8M+

META VIEWS

386K+

COMBINED FOLLOWING

395K+

META INTERACTIONS

650K+

TOP SINGLE POST

Plus multi-million weekly X impressions. Recent organic platform performance — results vary by content and campaign.

THE SOCIAL NETWORK

386K+ combined followers, subscribers and community members across ten measured channels, plus Threads.

Facebook — Main	176K	X — @journeywshannon	103K
Instagram — Main	39K	TikTok	20.9K
Instagram — Second	15.3K	Facebook — Second	12K
Facebook Group (fitness)	9K	Bluesky	6.4K
Telegram	3.4K	YouTube	1K

Combined following

Facebook network 197K+ · Instagram network 54.3K+

386K+

Combined platform totals — audiences may overlap between channels. Threads is linked but not counted.

AUDIENCE PROFILE — LIFETIME FOLLOWERS

USA

#1 MARKET, EVERY CHANNEL

22–30%

US SHARE BY PLATFORM

90%+

MALE AUDIENCE

25–44

CORE AGE RANGE

Top markets across channels: United States · Brazil · Mexico · United Kingdom · Philippines · Australia

WORK WITH JOURNEY WITH SHANNON

Put your brand in front of an established multi-platform social audience through creator-led content and organic distribution.

PARTNERSHIP OPPORTUNITIES

- ✓ Sponsored content
- ✓ Instagram Reels
- ✓ TikTok videos
- ✓ Multi-platform campaigns
- ✓ Brand ambassadorships
- ✓ Product integrations
- ✓ Facebook content
- ✓ X campaigns
- ✓ Product launches
- ✓ Long-term partnerships

CAMPAIGN OPTIONS – SCOPED AND PRICED TO YOUR BRIEF

SINGLE PLATFORM

One dedicated piece of branded content published through an agreed primary social channel — creation, integration, organic publication, mention and CTA.

META CAMPAIGN

Creator-led branded content distributed through agreed Facebook and Instagram channels. 9.8M+ Meta views in the last 28 days.

FULL NETWORK CAMPAIGN

Maximum organic distribution across an agreed mix of Facebook, Instagram, X, TikTok, YouTube, Telegram and Bluesky. 386K+ combined following.

ONGOING PARTNERSHIPS

Recurring creator content with distribution across selected channels. Deliverables, posting frequency, platforms and requirements agreed before commencement.

Campaign rates cover agreed content creation and organic social distribution. Travel, accommodation, appearances, production days, paid usage rights, exclusivity and other campaign-specific requirements may incur additional fees.

COMMERCIAL USAGE

Campaign rates cover creator content production and agreed organic publication through Journey With Shannon-owned social channels. Quoted separately where required:

- Paid advertising usage
- Content licensing
- Category exclusivity
- Additional content variations
- Partnership ads / whitelisting
- Website / e-commerce usage
- Extended usage periods
- Raw footage

TRAVEL, APPEARANCES & EXPENSES

BASED IN AUSTRALIA · AVAILABLE NATIONWIDE · INTERNATIONAL CAMPAIGNS CONSIDERED

Available for campaigns, events, shoots and brand activations across Australia. International opportunities may be considered for suitable partnerships.

Campaign rates cover content creation and agreed social deliverables. Where a campaign requires travel outside the local area, agreed travel-related expenses are additional to the campaign fee:

- Return flights
- Airport transfers
- Rental vehicles
- Baggage
- Travel insurance where required
- Accommodation
- Ground transport
- Parking & tolls
- Visas & entry requirements
- Other pre-approved travel expenses

Travel, accommodation and associated expenses are additional to campaign fees. Appearance, production-day and travel-day fees may also apply depending on campaign requirements — quoted individually by location, duration and campaign needs. International travel is confirmed once scope, dates, destination, arrangements, expenses and fees are agreed.

Campaign fee + appearance / production fees where applicable + travel expenses

HOW TO ENGAGE

- 1 Send an enquiry at links.journeywithshannon.com — or email contact@journeywithshannon.com.
- 2 Include your brand, campaign type, preferred platforms, timing and an indicative budget.
- 3 You will get a straight answer on fit, availability and a quote scoped to your brief.

Enquiries are not added to any marketing list.