

The image shows the cover of a media kit for 'Wineriia'. The background is a light gray with a large, dark maroon geometric shape on the left side. A thin, light orange diagonal line runs from the bottom left towards the center. In the center, there is a dark maroon rectangular box with a light orange border. Inside this box, the word 'Wineriia' is written in a white, elegant script font. At the bottom right of the page, the words 'MEDIA KIT' are written in a bold, dark maroon, sans-serif font.

Wineriia

MEDIA KIT

Smile

you are on the
wine world

Bio

My name is Luma Monteiro, I am a certified wine taster and founder of Wineriia.

Following the adventure, I decided to leave my job in Brazil to live the wine life. After 8 months of daily wine tastings, 2.000 wines, infinite studies hours, waking up smelling wines and trying to sleep after too many glasses: I became more than an admirer. I am an unconditional lover.

Wine is a vast world and sometimes can be very scary but I want people to enjoy the amazing journey of discovering wine.

And what do you do with love?
You spread...

Wineriia is focused on simplifying the wine world for new tasters and share information with wine lovers. Our goal is helping people to improve knowledge in wine and to build their tasting skills in a very relaxed way.



Certifications

WSET Level 3, London - UK

Brazilian Association of
Sommeliers (ABS-Rio),
Rio de Janeiro - Brazil

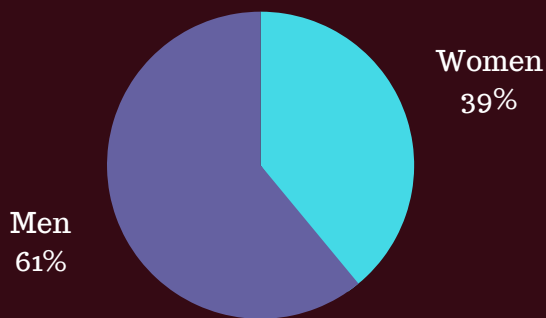
Stats

People who tend to follow @wineriia are interested to learn more about wine and tasting or related to the wine industry.

12k

followers

Followers Demographics



6.4%

engagement rate

Top 5 Cities/Countries

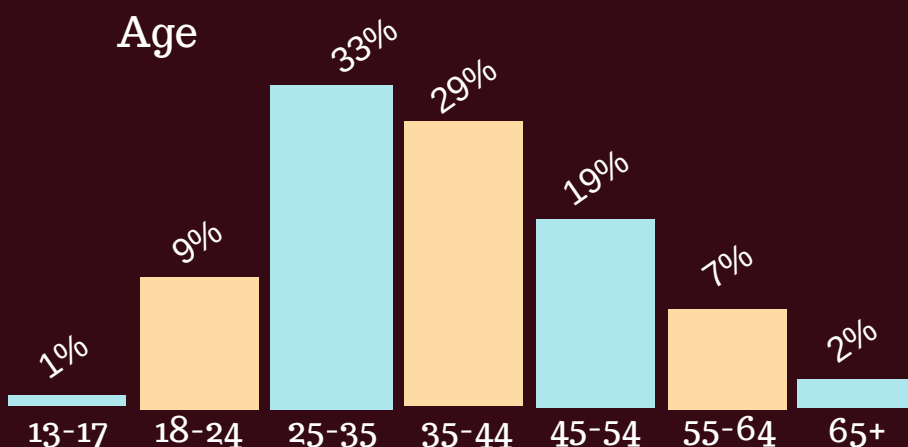
London 2%	United States 19%
Sao Paulo 2%	Brazil 16%
New York 1%	Italy 12%
Rio de Janeiro 1%	UK 5%
Vancouver 1%	France 3%

1,876

profile visits per week

5,545

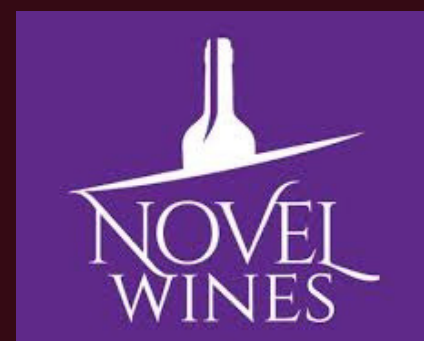
unique account reached
per week



14,334

total of impressions

Recent Partnerships



"We, as Chef&Sommelier brand, had the pleasure to work with Luma on an Instagram partnership.

The objective was to communicate about one of our new glasses collections. We sent her 6 glasses and ask her to share her tasting experience on Instagram. The results was beyond our expectations: good quality photos, content with storytelling, engaging stories... And we had very good results: lots of like, many enthusiastic comments, new followers for our @chefetsommelier profile...

We would definitely be glad to work with @wineriia in the future."

Chef&Sommelier



#explorewithwineriia

Opportunities

- Wine/Products Reviews
- Host giveaways/contests
- Social Media promotions
- Sponsored Posts
- Events & Tastings

Offerings

Post

1 (one) post

Stories

In format of storytelling, we always do a minimum of 3 stories.

E.g. Be Bold series in our highlights on instagram

IGTV

Video with a minimum of 2 (two) minutes.



samples must be provided

All content are made customized by client.



[instagram.com/wineriia](https://www.instagram.com/wineriia)



[facebook.com/wineriia.wine](https://www.facebook.com/wineriia.wine)



[twitter.com/wineriia](https://www.twitter.com/wineriia)

Luma Monteiro

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