



MANUEL FIORI

Mediakit
2024

MANUEL FIORI

A B O U T



Manuel is a proud Dad. With a lot of authenticity and personality he wants to share his passion for male fashion, footwear, perfumes, watches and hairstyling with his community. Manuel is one of the first German male creators on Instagram and he has established an amazing community over the years. In the past he has been working as a personal shopper at a high end retailer in Nuremberg. That's why he is well known as an expert for luxury.

MANUEL FIORI

S O C I A L M E D I A C H A N N E L S



@manuel.fiori

208.000

FOLLOWERS

4.000

AVERAGE LIKES PER POST

40.000

AVERAGE REACH PER IG POST

50

AVERAGE COMMENTS PER IG POST

10.000

AVERAGE REACH PER IG STORY

40.000

AVERAGE REACH PER IG REEL

MANUEL FIORI

A U D I E N C E



Demographics

- Male
- Age 25 +
- More than 25% from Germany, Switzerland & Austria

Background

- Settled & classy men, professionals in a high business position, Dads
- In a relationship/married
- Living with the partner
- Early stage of starting a family or having kids

Identifiers & goals

- Design-oriented & settled lifestyle
- Focus on sophisticated topics and Me-Time
- Willingness to spend money on lifestyle
- Willingness to travel around the world with the family
- Open for new cultures and people
- Interested in High-End & High-Street products & services
- Desire to stand out from the crowd

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SERVICES ON INSTAGRAM



IG POST

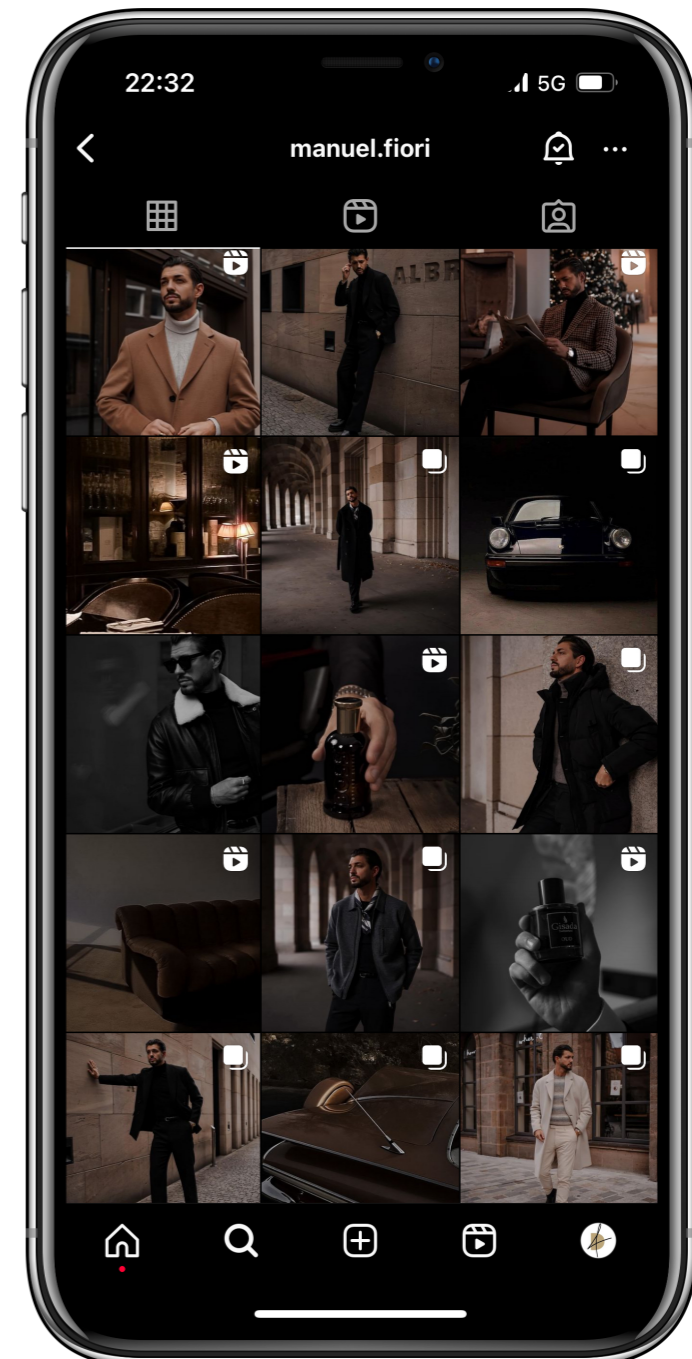
- Showcasing your product/service in a picture, video or gallery on Instagram
- Brand awareness is increased through aesthetic presentation of products in a classy atmosphere
- Brand can be tagged
- Example: [Olymp](#)

IG STORY

- Showcasing exclusively your product/service in a story with three to five sequences
- Including tags, hashtags, link-sticker, voucher

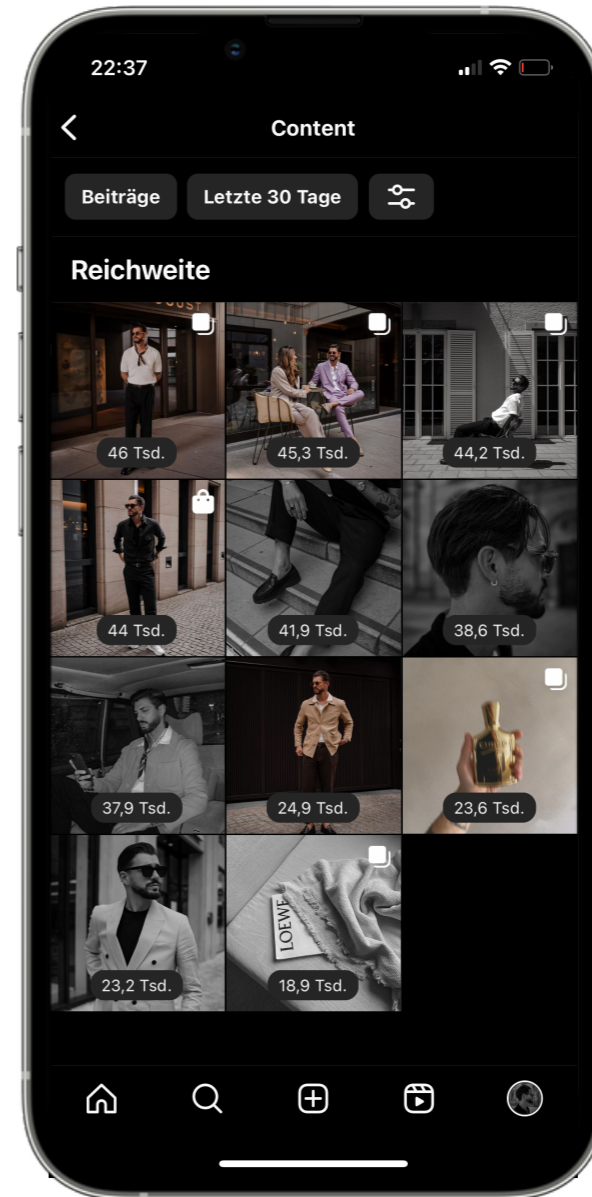
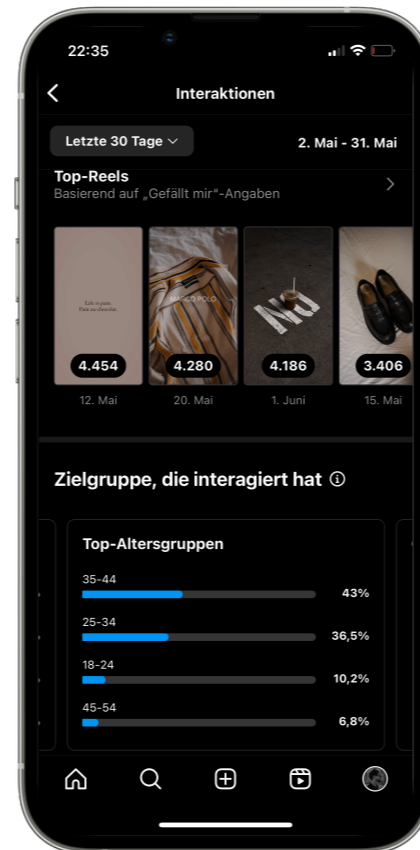
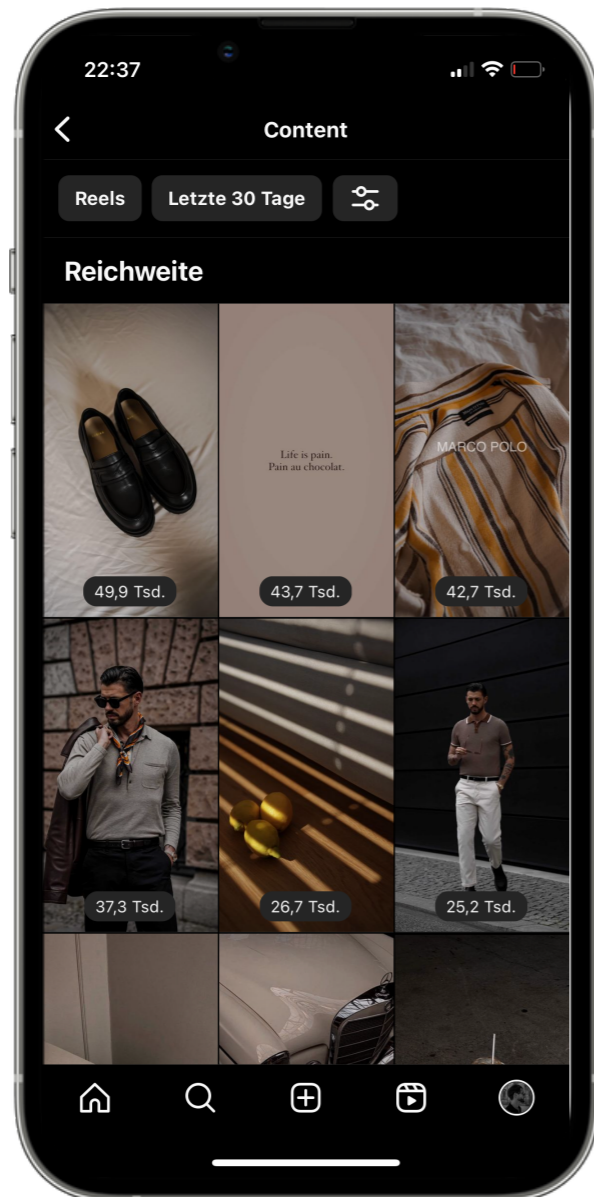
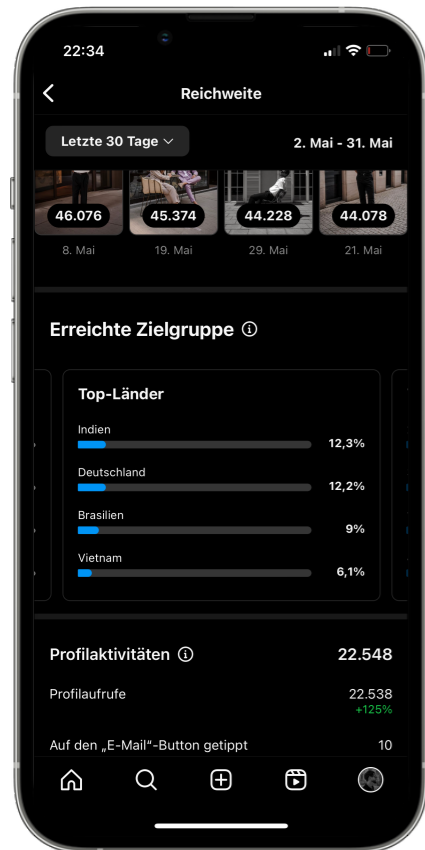
IG REEL

- Showcasing your product/service in a video with individual length
- Brand can be tagged exclusively
- Example: [Breuninger](#)



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INSTAGRAM INSIGHTS



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FEES & CONDITIONS (1/2)

IG STORY

800 €

(includes Buyout/Co-Author)

IG FEED POST

1.800 €

(includes Buyout/Co-Author)

IG REEL

2.000 €

(includes Buyout/Co-Author)

PAID MEDIA

Will be calculated individually depending on
a) footage b) platforms c) time period

EVENT DEAL

2.000 €

(includes attendance & 1x IG Story with min. three frames)

+ travel expenses

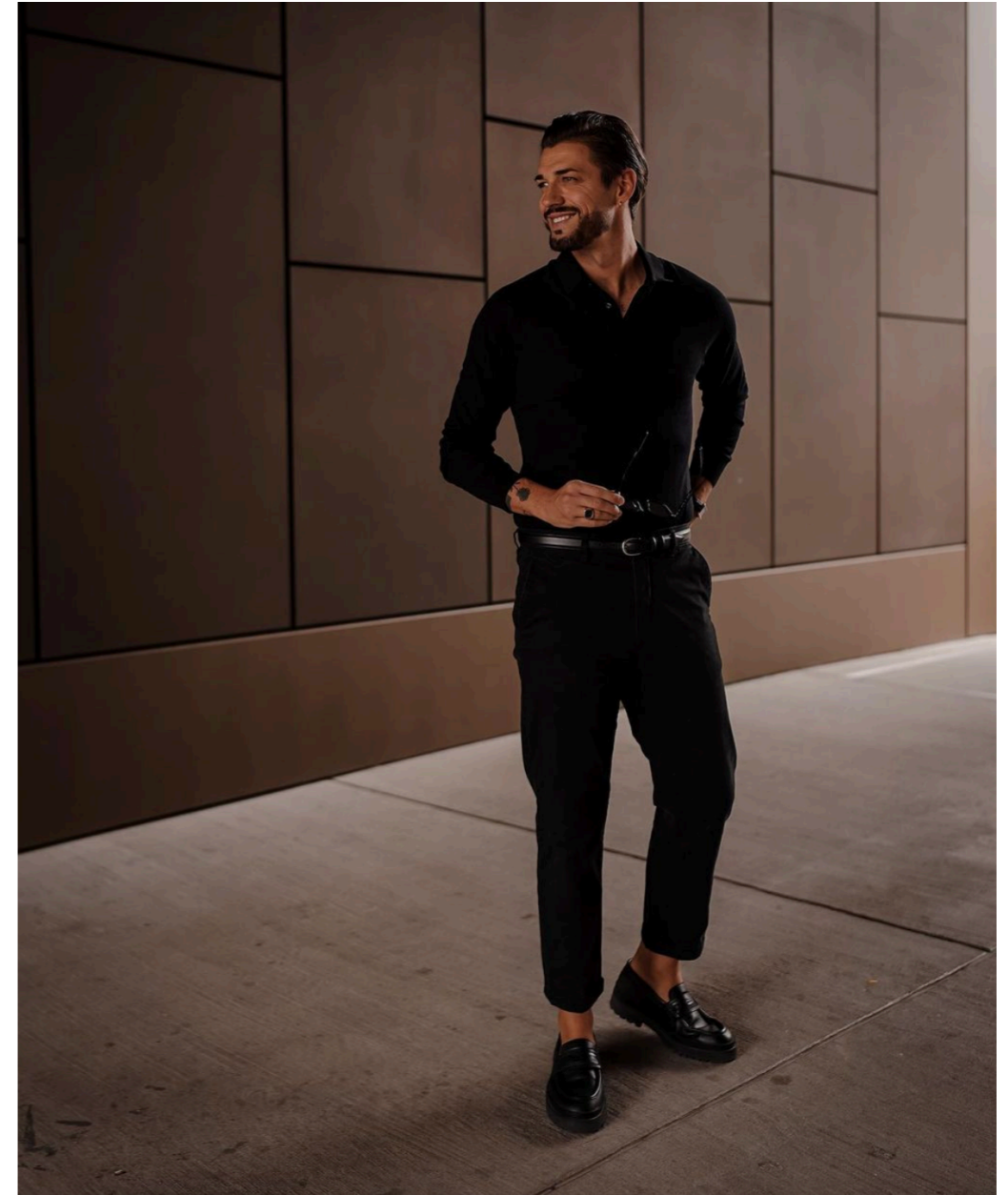


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F E E S & C O N D I T I O N S (2/2)

CONDITIONS

- Manuel is considering only paid cooperations based on his financial conditions
- Manuel will not post product images on his IG feed. Gallery posts can be provided (Pic#1: Manuel without products; Pic#2: Manuel with products, Pic#3: products)
- Manuel won't show any user interfaces of websites/apps
- Manuel won't display any vectorized brand logos/icons in his content
- No shoutouts from Instagram to TikTok
- The products/service must be sent/provided before contract signing for testing
- The complete briefing must be finished and sent over in written before contract signing
- Usage of his produced content by third parties including the customer and any agencies is not permitted
- One feedback loop for changes of the content creation is permitted, except IG stories. An IG Story will be uploaded without feedback loop in order to keep the live effect
- On the day of upload it must be guaranteed to have a direct contact person by calling



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- Collaborations and their prices will be designed and calculated individually
- Detailed numbers and statistics can be sent separately if requested
- Media kit is being updated monthly

MAIL

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