

@naturedabaddest

INFLUENCER MEDIA KIT 2026

NATURE DA BADDEST

184K FOLLOWERS | 26+ POSTS | VERIFIED CREATOR

"Brand Collaborations"

SNAPSHOT

The Creator

Ashley Bonner, known on Instagram as **Nature Da Baddest**, is a verified creator with a 184K-strong community built on bold confidence, Houston nightlife energy, and the kind of magnetic presence brands can't fake. Her audience shows up for honest, on-camera personality - from club nights and red-carpet moments to the lifestyle that made her a creator to watch.

184K	Verified	14K+
FOLLOWERS	BLUE CHECK CREATOR	PEAK POST LIKES

WHY BRANDS WORK WITH NATURE

- **Proven social proof.** Featured by Cardi B and serving as a Pretty Girls Jugg ambassador - she's already in rooms with major names.
- **Natural product plug-ins.** She already tags hair and outfit brands in her content, so a sponsored post feels like her everyday posts.
- **A loyal, engaged market.** Peak posts have pulled 14K+ likes - this audience moves when she tells them to.
- **On-camera confidence.** As a performer and creator, she brings presence that makes brand messaging land.
- **Houston-based reach.** Rooted in one of America's strongest markets for beauty, fashion, and nightlife culture.

AUDIENCE INSIGHT

Who's Watching

Her followers skew 25-44, the demographic with real spending power, concentrated in Houston and other major US cities. They follow Nature for confidence, style, and an unfiltered window into her world - and they buy what she recommends.

Audience Age

Primarily **25-44 years old** - grown, working, and spending on beauty, fashion, and lifestyle.

Top Locations

Houston, Texas leads, with strong reach across other major US metro areas.

CONTENT PILLARS

- **Beauty & hair.** Wigs, styling, and glam that stop the scroll - a natural home for hair and beauty brands.
- **Fashion & fit checks.** Streetwear to red-carpet looks, already tagged and brand-ready.
- **Lifestyle & nightlife.** Real moments from a life her audience wants a piece of.

14K+	25-44	Houston
PEAK POST LIKES	CORE AGE RANGE	TOP CITY

The proof: real engagement, real influence.

Her top posts have pulled **14K+ likes** - on a page growing steadily in the lifestyle and beauty space, that's an audience that pays attention when she posts. Engagement beats follower count every time, and hers moves.

WORK WITH ME

Services & Rates

Starting rates for flat-fee brand partnerships. Bulk and long-term packages available on request - every deal is tailored to the brand and the content plan.

SERVICE	WHAT'S INCLUDED	STARTING RATE
Sponsored Reel	30-60 second in-feed reel, product feature, caption + hashtags	**$750**
Sponsored Post	In-feed photo carousel, product feature, caption + hashtags	**$500**
Story Set	3-5 story frames with link sticker, swipe-through call to action	**$250**
Bundle Deal	Sponsored reel + story set together	**$850**
Brand Ambassadorship	Monthly content plan - recurring posts, stories, and brand positioning	**Let's talk**

PAST & CURRENT PARTNERSHIPS

- **Pretty Girls Jugg** - brand ambassador
- **Featured by Cardi B** - organic feature picked up by her team

Let's Build Together

Booknaturedabaddest@gmail.com

For brand deals, sponsorships, and partnerships - email or DM @naturedabaddest