



# **Ricky Forbes**

## **MEDIA KIT**

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Storm Chaser  
Adventure Traveller  
International Influencer  
Elite Content Creator  
720K Followers  
TV Personality



# Ricky Forbes // Social Media Breakdown

725.9K

Followers

45%

Men

55%

Women

35

Avg. Age



Audience

\$52.9K

Avg. Income

91

Influence

Influence is the ability to drive action. This number is based out of 100, and anything over 75 is deemed a strong influence. It is NOT about how many followers you have, nor is it how many engagements you get. The expected number of relevant users that will see and react to your post defines how influential you are.

This metric is calculated by the influencer platform, Klear.com. Influence is predicted by analyzing thousands of features and billions of posts across Instagram, Twitter, Facebook, and Youtube.

## Instagram

Verified Account

Likes per post 2.5K

Comments per post 78

Followers 112.2K

Views per Story 3K

EMV\* per Post \$5.6K

EMV\* per Story \$2.2K

## Facebook

Verified Account

Likes per post 3.2K

Comments per post 84

Followers 482.4K

Views per Story 1.7K

EMV\* per Post \$4.8K

EMV\* per Story \$1.3K

## Twitter

Verified Account

Retweets per post 25

Followers 131.7K

EMV\* per Post \$991.7

## YouTube

Subscribers 1.1K

EMV\* per Post \$2.9K

## Age

13-17 1%

18-24 12%

25-34 42%

35-44 27%

## Country

United States 42%

Canada 30%

United Kingdom 11%

Brazil 5%

## Audience Interests

Weather 28%

Travel 22%

Adventure 18%

Photography 17%



\*Earned Media Value

# Partners



**Matt Mosteller**  
Vice President  
Resorts of the  
Canadian Rockies

Ricky is the real deal! Genuine, kind, authentic, and adventurous. He can create & share powerful stories about your place, attraction, and experience! He rocks!

**Matthew Curtis**  
Senior Content Strategist  
Hoffman York

The content he produced was outstanding! It was playful while still effectively communicating the key points associated with our campaign! Ricky is outstanding to work with, he brings great ideas to the table and isn't afraid to get his hands dirty to collect the perfect shot! I would highly recommend him to anyone considering him in the future.

**Vazul Szakacs**  
Partnerships Manager  
Steller Stories

I've worked with many creators, and Ricky is one of the most hard working people I've ever worked with, going above and beyond in everything he does. He's not only one of the most professional individuals I've worked with, but he's a very genuine and friendly guy. I look forward to working with him for years to come.





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