



*The* **Grateful Gardenia**   
motivation + travel + fitness + fashion + beauty

# Janet Gunn

FEEL ALIVE, INSPIRED,  
AND EMPOWERED AT ANY AGE

# Meet Janet

Janet is a Los Angeles-based lifestyle expert and fashion influencer with a growing audience across all social media platforms. She's had a lifetime of unique experiences - from Dallas Cowboys Cheerleader to flight attendant, Hollywood actress, wife, mom, jewelry designer and now an influencer.

Janet is also a Brand Ambassador for Instytutum, a luxury skincare line based in Switzerland. Additionally, Janet worked with Focus TV where she hosted an online segment called Fearless Females.

It all started with gratitude. The Grateful Gardenia blog, videos, tutorials, interviews and style guides provide a healthy dose of fun, fashion, fitness and travel targeting women 40+. Here's to feeling alive, inspired, and empowered at any age!





**May 2018, Janet launched The Grateful Gardenia Petite Capsule Collection with Franne Golde clothing.**

# Other Opportunities



## Fearless Females

Janet Gunn interviewed inspiring women in Southern California who never stop discovering who they are and how they can help others connect with their passions.



## Instytutum

Janet Gunn and Melissa Meyers are Brand Ambassadors for Luxury Skincare line Instytutum. Together they focus on beauty, wellness, fashion and travel.



## Glow & Grateful

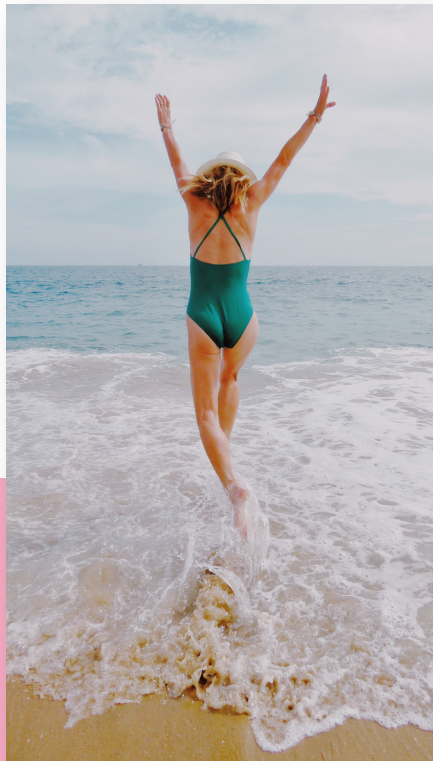
Meet her favorite influencer Melissa Meyers. Working together with brands for beauty, travel, fashion and public speaking on building your brand with passion.

# My Message

Mature women are often overlooked by brands, which tend to target a younger, stylish demographic. Today's women 40 and over are very switched on and incredibly tech savvy. 93% of women aged 40 to 60 make all or most of the financial decisions in households. My demographic is ready to travel, we're stylish and smart shoppers. We live in an ageless world, feeling and looking your best is key. Seeing the world and having experiences is at the top of the bucket list. My content is tailored to engage and inspire the female audience because it's never too late and you're never too old.



FASHION



FITNESS

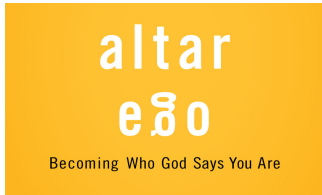


BEAUTY



TRAVEL

# Brand Relationships



# Article by: The Kitchen Collaborative

## Working with Influences for a L'eclisse Cosmetic Lifestyle Campaign.

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The Kitchen Collaborative featured Janet in a recent article detailing the importance of influencers and their connection with brands.

She partnered with L'eclisse Cosmetics along with Katelynn Ansari to create a three-month lifestyle tutorial series which featured themes such as everyday looks, the "no makeup" style, natural bridal, and professional makeup.

The article states that they were excited when finding Janet and Katelynn... "not just because of their followings, but because they're a good fit for the brand, have a highly engaged audiences, and are leaders in their particular markets."

Overall, the results were impressive for L'eclisse.

[Click here to read the full article!](#)

# THE GRATEFUL GARDENIA

A HEALTHY DOSE OF STYLE

LIKEtoKNOW.it



JOIN ME ON MY JOURNEYS

If you are interested in collaborating,  
let's discuss how we can inspire  
others together.



JANET@GRATEFULGARDENIA.COM



@JANETGUNNGRATEFULGARDENIA



@GRATEFULJANET



THE GRATEFUL GARDENIA



The Grateful Gardenia is currently ranked **#9660** out of **51,305** influencers in the Fohr Directory. This rank is calculated based on The Grateful Gardenia's total unique followers, across Twitter, Instagram, Facebook, Google Analytics, and YouTube.

This data is OAuth verified as of 7/26/2018.

For inquiries, please contact Janet Gunn.

### TOTAL REACH

31,404 Followers  
fohr.co/the-grateful-gardenia

### INSTAGRAM

28,700 Followers  
@janetgrunngratefulgardenia

# Stats

 28,700 FOLLOWERS

| STAT         | VALUE   |
|--------------|---------|
| Followers    | 28,700  |
| Post         | 39      |
| Likes        | 17,831  |
| Commnets     | 1,310   |
| Engagement % | 2.2328% |

# Demographics

Instagram represents **88.7%** of The Grateful Gardenia's overall following across all social media platforms.

### Follower Health by Fohr

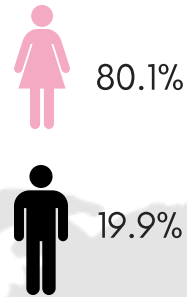
Our algorithm examines an influencer's public Instagram following, looking for patterns associated with fake accounts and low engagement.

| Range   | Percent | Followers |
|---------|---------|-----------|
| Active  | 79.64%  | 13,836    |
| Lurkers | 19.23%  | 3,341     |
| Bots    | 1.13%   | 196       |

## AGE

|              |       |             |       |
|--------------|-------|-------------|-------|
| 17 and under | 1.7%  | 30 to 34    | 25.3% |
| 18 to 20     | 19.6% | 35 to 44    | 8.8%  |
| 21 to 24     | 18.6% | 45 to 54    | 3.5%  |
| 25 to 29     | 21.7% | 55 to 64    | 0.5%  |
|              |       | 65 and over | 0.4%  |

## GENDER



## MARITAL STATUS

|         |       |
|---------|-------|
| Married | 67.9% |
| Single  | 32.1% |

## PARENTAL STATUS

|             |       |
|-------------|-------|
| Parents     | 12.6% |
| No Children | 87.4% |

## LOCATION BY COUNTRY - TOP 5

|                |       |
|----------------|-------|
| United States  | 62.6% |
| United Kingdom | 5.0%  |
| Mexico         | 3.2%  |
| Canada         | 3.0%  |
| Venezuela      | 2.6%  |

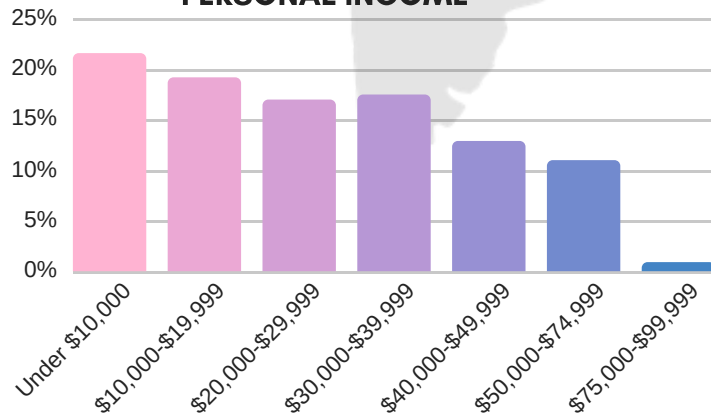
## LOCATION BY WORLD CITY - TOP 5

|                   |       |
|-------------------|-------|
| Los Angeles       | 11.3% |
| New York          | 8.4%  |
| London            | 2.9%  |
| Beverly Hills, CA | 2.4%  |
| Dallas            | 1.7%  |

## LOCATION BY US STATE - TOP 5

|            |       |
|------------|-------|
| California | 37.3% |
| New York   | 11.9% |
| Texas      | 7.3%  |
| Florida    | 5.4%  |
| Illinois   | 3.0%  |

## PERSONAL INCOME



## TOPICS

hashtags habitually used by the audience

|            |       |
|------------|-------|
| #love      | 25.9% |
| #happy     | 15.4% |
| #family    | 13.4% |
| #beautiful | 13.3% |
| #friends   | 12.7% |

## BRAND AFFINITIES - TOP 5

|                   |       |
|-------------------|-------|
| Instagram         | 16.7% |
| Vogue             | 11.9% |
| Starbucks         | 11.3% |
| Victoria's Secret | 9.9%  |
| Nike              | 9.3%  |