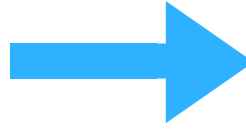


THEA DWELLE



AT A GLANCE

A blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries ("posts"). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.



SESSIONS	1150
PAGE VIEWS	999
UNIQUES	952



WINE + SPIRITS +
TRAVEL



3000

@winebratsf



6000

@winebratsf
@luscious_lushes



2400

/LusciousLushes

FEATURED PARTNERS

- Rodney Strong Vineyards
- Murrietta's Well / WENTE
- Snooth
- Kimberly Charles & Assoc
- Pure Chablis
- Folsom & Assoc
- Women in Whiskey
- Campari Group
- #winestudio
- Palm Bay Group



SOCIAL INFLUENCE

	11/9 - 11/10	11/8 - 10/9
Mentions received:	120 ↑ 150%	48
Retweets received:	100 ↑ 177%	36
People mentioned/rt me*:	75 (69) ↑ 120%	34 (30)
Total reach **:	622,458 ↑ 191%	213,823
Total statuses received:	220 ↑ 161%	84
Total Followers growth:	58 ↓ -20%	73

REACH

129,000 impressions avg per 30 day period.

While direct blog traffic is small, my influence is great. I am a well known wine personality and have high levels of engagement.

CREDENTIALS



ABOUT THE BLOGGER

Blogging for over 10 years, Thea explores the story of what's behind the wine, with history, culture and personality. With her MBA in wine business, she has a unique ability to understand where a brand fits and how they can partner with influencers & media to expand market reach.

As an influential part of the first wave of wine bloggers, Thea knows how to get readers engaged, and get results while creating compelling content and tracking industry trends, and converting fans to customers.

HELLO
my name is

THEA DWELLE

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