

## Hopper HQ Instagram Rich List 2018 Methodology

The Hopper HQ Instagram Rich List 2018 highlights the top 10 Instagram influencers charging the most per sponsored post within their category.

The 2018 list highlights 8 core categories:

Celebrity, Lifestyle, Sport, Fitness, Beauty, Fashion, Food & Travel.

The list has been compiled using publicly and privately available data to create the most accurate list possible. These notes demonstrate the methodology used to compile the 2018 list.

### ***Determining Factors***

The factors that determine the amount an influencer can charge are:

- Number of followers
  
- Levels of engagement (*Legitimate Views, Likes & Comments*)
  - *This signifies the impact of each post, the authenticity of the accounts followers and the relationship between the influencer and their audience.*
  
- Influencer Category or Niche
  - *Impacted due to varying marketing budgets between categories.*
  
- Audience
  - *The demographic of an accounts followers and their marketing value.*
  
- Influencer status
  - *The influencers 'non Instagram' status, the more powerful the status the higher the price*
  - *E.g. Deals with celebrities and sports stars are often part of a larger endorsement campaign and therefore are likely to be charged at a higher rate.*
  - *Some influencers promote their own or partnership owned brands. These are included in the rich list as a cost if the brand were to pay for the account promotion as is often the case in partnerships. E.g. Kylie Jenner Makeup, Jamie Oliver cookware.*

### **Methodology**

- 1) **Long list** - A long list of 20-50 accounts was created for each category within the rich list. Chosen by their size, engagement and impact.
- 2) **Price collection**
  - a) **Primary Research** - All accounts were contacted requesting price per sponsored post. Each account was contacted either directly or through an agent or manager.

- b) **Secondary Research** - Further research was conducted to collate prices that were already publicly available through trusted sources.
- 3) **Data Completion** - Using the research findings an average cost per 1,000 followers was able to be calculated for each individual category. This along with other determining factors detailed above were used to calculate a price for unreported accounts.
- 4) **List compilation** - All completed lists were sorted by price selecting the top ten highest charging accounts per category.

### **Additional Notes**

There is also a lot of variance within categories. e.g. within Travel, the 'Bucket List Family' charge \$23,000 per post to 1.2m followers, however other travel accounts with a much larger following published sponsored posts for low or no financial return but in exchange for free travel, these accounts didn't make it onto the Rich List.

Food was the category with the lowest average cost per 1,000 followers. This is largely a result of a low amount of externally sponsored posts, however the figure also represents the value and cost to the influencers own brand business. e.g. Jamie Oliver promoting his own restaurants, books or cookware range.