

Instagram Rich List 2018 – Kylie Jenner beats sister Kim and last year’s winner Selena Gomez to top spot

The world’s only fully-automated Instagram scheduling tool has released the second annual 2018 Instagram Rich List, based on internal and public data. The social media planning and scheduling tool has revealed the highest earning celebrities and influencers on the social media platform as well as industry specific stars, such as sporting athletes, fitness and beauty influencers and models. Kylie Jenner has topped the 2018 Rich List, beating sister Kim Kardashian and the top per-post earner in last year’s Rich List, Selena Gomez.

The world’s only fully-automated Instagram scheduling tool has revealed the 2018 Instagram Rich List for celebrities, athletes, influencers and other professions. The inaugural list was released last year and has become a barometer for Instagram influence. The list is based on how much each user can charge for a single Instagram post, which in some celebrity cases can be as high as \$1 million.

HopperHQ.com, analysed internal and publicly available data to reveal a list of the highest paid celebrities and influencers on Instagram. The data considers factors such as average engagement, how often they post and number of followers.

Last year Kylie Jenner was placed fourth in the list, two places below older sister Kim Kardashian, and was estimated to charge \$400,000 per post on average. This year Kylie has been placed first and Kim fourth, with Selena Gomez who topped last year’s list down to second place.

The top five in the 2018 Celebrity Instagram Rich List are:

1. Kylie Jenner – 110 million - \$1 million per post
2. Selena Gomez – 138 million followers - \$800,000 per post
3. Cristiano Ronaldo – 133 million followers - \$750,000 per post
4. Kim Kardashian – 113 million followers - \$720,000 per post
5. Beyonce Knowles – 115 million followers - \$700,000 per post

The biggest change with the influencer Rich List compared to last year is that influencers can charge a much higher price per post. Makeup artist and beauty brand founder Huda Kattan still tops the list and has seen an 83.3% increase in how much she can charge for a post. New to

this year's list is Youtuber, singer and actress Elenora Pons, fitness model Sommer Ray and Youtuber's Zach King and Logan Paul.

The top 5 in the 2018 Influencer Instagram Rich List are:

1. Huda Kattan – 26 million followers - \$33,000 per post
2. Elenora Pons – 25.6 million followers - \$32,000 per post
3. Zach King – 21.5 million followers - \$30,000 per post
4. Cameron Dallas – 21 million followers - \$25,000 per post
5. Sommer Ray – 18.7 million followers - \$20,000 per post

To view the full Rich List which includes, but isn't limited to, celebrities, influencers, athletes, and models click here: <https://www.hopperhq.com/blog/instagram-rich-list/>

Mike Bandar, co-founder of HopperHQ.com said,

“Social media marketing has grown so much within the last year, and a tool that continues to yield results for brands is celebrity and influencer social endorsements. It's truly amazing what influence these professionals have over their audience, and in terms of sales and exposure many of their clients claim that they're worth every penny.

“I'm not surprised that Kylie Jenner has topped this year's list, as far as social media marketing goes, she has it down to a tee. Kylie was introduced to the public through her family's reality show, but she has forged her own billion-dollar career and harnessed the power of Instagram to build a global, loyal, engaged following that brands are willing to pay top dollar for!”

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About Hopper HQ:

Hopper HQ, the Instagram planning and scheduling tool enables thousands of brands, agencies and individuals across the world to better manage their Instagram and other social media presence. Hopper HQ helps the world's largest brands and social media accounts comfortably and creatively grow whilst better engaging with their followers.

Hopper HQ is different from other social media management tools because entirely visual first, is built with creativity in mind and it's Instagram posting is both fully automated and in-line with Instagram's terms and conditions. Find out how Hopper HQ works here:

<https://www.hopperhq.com/how-hopper-works/>