

# Colletta & Co.

Media Kit | March 2026

*More time together. More freedom. More adventure.*

## Who We Are

We're Carol, James, Calvin (10), and Amelia (6). In 2019 we traded a conventional life for a 1979 Airstream named Colletta and hit the road full-time. Over five years we visited all 50 US states and 20+ countries on four continents, worldschooling both kids along the way. In 2025 we bought a 200-year-old stone cottage on the Isle of Skye, Scotland, and started restoring it from the studs. Our audience follows along because we show the real thing — the flat tires, the renovation mishaps, and the moments we almost lost it alongside the sunsets.

## Our Audience

**88.5K**

**Instagram Followers**

+47% QoQ growth

**63%**

**Women 55+**

High disposable income

**47 / 25%**

**US & UK**

Two major markets

**629K**

**Accounts Reached**

Strong discoverability

**244K**

**Facebook Followers**

280+ posts

**69%**

**Non-Followers Engaged**

Strong organic reach

**36**

**Evergreen Blog Posts**

SEO indexed

**82.5%**

**Story Engagement Growth**

Active, not passive

Source: Instagram Insights, Q1 2026

## Our Channels

### Instagram — @collettaandco

88.5K followers • 362 posts • Reels, stories, carousels. Our most active platform.

### Facebook — /collettaandco

244K followers • 280+ posts • Longer-form updates and community conversation.

### Blog — collettaandco.com/blog

36 evergreen posts • SEO indexed • Long-form stories that rank and live forever.

# Colletta & Co.

## Partnership Options

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### Blog Features & Storytelling

A dedicated blog post woven into a real experience. Not a review format, not a listicle. A story your product happens to be part of. Permanent, SEO-friendly, written in our voice.

### Instagram & Social Content

Photo and video content shared with our community. We shoot everything ourselves, in whatever chaotic, beautiful setting we happen to be in. Reels, stories, carousel posts.

### Destination & Brand Trips

Invite us somewhere and we'll bring the whole crew. We've documented everything from Alaska's Dalton Highway to Christmas markets in Budapest. We travel as a family, always.

### Brand Ambassadorships

Ongoing partnerships mean deeper stories and real trust with our audience. If your product is already in our Airstream, on our backs, or in the kids' hands, let's make it official.

## What Sets Us Apart

### — Real Stories —

We share the flat tires and renovation mishaps alongside the sunsets. Your brand becomes part of an honest story, not a sales pitch.

### — Family Tested —

Two adults, two kids, one Airstream, one cottage. If a product survives our life, it works. We only partner with things we've genuinely used, worn, or fed to the kids.

### — Built to Last —

Blog posts live on our site forever and rank in search. We're creating permanent content that keeps working for your brand long after the post goes live.

## Before You Reach Out

We're protective of our audience's trust. It's the only thing we can't rebuild.

- **We say no a lot.** If we wouldn't buy it ourselves, we won't promote it.
- **Creative control stays with us.** The story has to feel like ours.
- **Kids are off-limits for scripted content.** Calvin and Amelia show up naturally, never on cue.
- **Honesty is non-negotiable.** If something doesn't work for us, we'll say so.

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## Let's Talk

Tell us about your brand and what you have in mind. No pitch deck required.

**Email:** [hello@collettaandco.com](mailto:hello@collettaandco.com)

**Web:** [collettaandco.com/partner](https://collettaandco.com/partner)

**Instagram:** [@collettaandco](https://www.instagram.com/collettaandco)

