



@naturedabaddest 

INFLUENCER MEDIA KIT 2026

NATURE DA BADDEST

184K FOLLOWERS | 26+ POSTS | VERIFIED CREATOR

"Brand Collaborations"

SNAPSHOT

The Creator

Ashley Bonner, known on Instagram as **Nature Da Baddest**, is a verified creator with a 184K-strong community built on bold confidence, Houston nightlife energy, and the kind of magnetic presence brands can't fake. Her audience shows up for honest, on-camera personality - from club nights and red-carpet moments to the lifestyle that made her a creator to watch.

184K

FOLLOWERS

Verified

BLUE CHECK CREATOR

14K+

PEAK POST LIKES

WHY BRANDS WORK WITH NATURE

- **Proven social proof.** Featured by Cardi B and serving as a Pretty Girls Jugg ambassador - she's already in rooms with major names.
- **Natural product plug-ins.** She already tags hair and outfit brands in her content, so a sponsored post feels like her everyday posts.
- **A loyal, engaged market.** Peak posts have pulled 14K+ likes - this audience moves when she tells them to.
- **On-camera confidence.** As a performer and creator, she brings presence that makes brand messaging land.
- **Houston-based reach.** Rooted in one of America's strongest markets for beauty, fashion, and nightlife culture.

AUDIENCE INSIGHT

Who's Watching

Her followers skew 25-44, the demographic with real spending power, concentrated in Houston and other major US cities. They follow Nature for confidence, style, and an unfiltered window into her world - and they buy what she recommends.

Audience Age

Primarily **25-44 years old** - grown, working, and spending on beauty, fashion, and lifestyle.

Top Locations

Houston, Texas leads, with strong reach across other major US metro areas.

CONTENT PILLARS

- **Beauty & hair.** Wigs, styling, and glam that stop the scroll - a natural home for hair and beauty brands.
- **Fashion & fit checks.** Streetwear to red-carpet looks, already tagged and brand-ready.
- **Lifestyle & nightlife.** Real moments from a life her audience wants a piece of.

14K+

PEAK POST LIKES

25-44

CORE AGE RANGE

Houston

TOP CITY

The proof: real engagement, real influence.

Her top posts have pulled **14K+ likes** - on a page growing steadily in the lifestyle and beauty space, that's an audience that pays attention when she posts. Engagement beats follower count every time, and hers moves.

Services & Rates

Starting rates for flat-fee brand partnerships. Bulk and long-term packages available on request - every deal is tailored to the brand and the content plan.

SERVICE	WHAT'S INCLUDED	STARTING RATE
Sponsored Reel	30-60 second in-feed reel, product feature, caption + hashtags	\$1,500
Sponsored Post	In-feed photo carousel, product feature, caption + hashtags	\$1,000
Story Set	3-5 story frames with link sticker, swipe-through call to action	\$500
Unboxing	Honest first-impression unboxing, cross-posted to Stories	\$750
Brand Ambassadorship	Monthly content plan - recurring posts, stories, and brand positioning	Let's talk

PAST & CURRENT PARTNERSHIPS

- **Pretty Girls Jugg** - brand ambassador
- **Hotsea Hair** - hair sponsor partner
- **Featured by Cardi B** - organic feature picked up by her team

Let's Build Together

Booknaturedabaddest@gmail.com

For brand deals, sponsorships, and partnerships - email or DM @naturedabaddest