



2021 Media Kit

ABOUT US



Darin Blue

Kevin Blue

Country Rebel is a leading media company and social influencer in the country music and country lifestyle entertainment industry.

Founded by the “Blues Brothers” Kevin and Darin Blue, the Country Rebel brand has separated itself from the pack as a go-to source for country fans worldwide.

Country Rebel’s voice and platform is championed by both artists and their fans. Entertaining millions of followers daily with its news, editorials and videos.

Since its inception in 2014 as a clothing brand, the company has uniquely evolved into a media, acoustic production and military licensing partner.

Today it is the most socially relevant platform to advertise on reaching over 27 million unique country fans monthly across several niche country brands and websites.

MAKING AN IMPACT



To Darin, Kevin + The Whole Country Rebel Team.

Thank you, thank you, thank you!!! It's been a pleasure getting to know your whole team over the last few months. We endlessly appreciate all the support you were able to give around the CMT awards... such great stuff! Thank you for supporting Keith Urban and helping us get Clayton's name out there too, we're grateful to have y'all as partners!

– Sarah, Lucia + The Borman Team

Country Rebel! You took my videos to the next level in 2020! Thank you so much for supporting me and my music... my art. I'm pumped for 2021. Let's go! – All my love, Sara Douga

Kevin & Darin, if I had known how much of an impact you were going to make on my life when I recorded the record I'd put you at the very top of the "thank yous"... Music is my life and y'all are such a big part of it. I could sit here and write all day and you would think I'm crazy because that's how thankful I am. Bottom line is I want you to know I'm happy to be a part of the family. – Tyler Booth

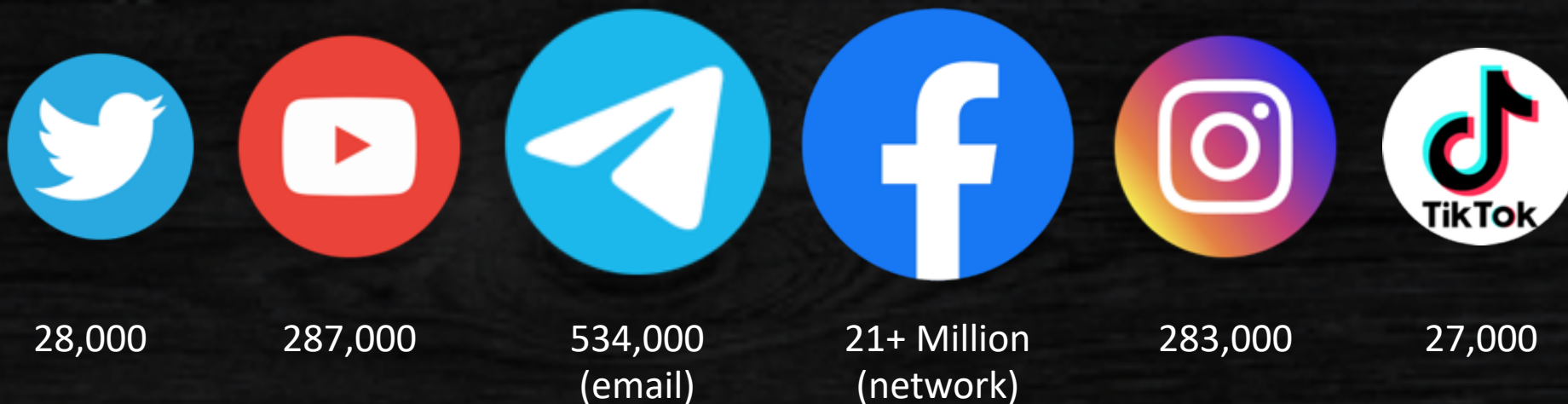
Can you believe how this all happened and how much fun we've had? What Country Rebel has done for me is indescribable! Thanks for every video, every idea, the Instagram training, the amazing ideas + mostly believing I could do it and believing in my music! ... I love our team + I love you guys! – Karen Waldrup

REACHING FARTHER



Country Rebel has over 22,000,000 followers across leading social platforms and its own unique captive audiences. No other country brand reaches farther – reaching an average of 27,000,000+ country fans every single month.

Followers





FACEBOOK NETWORK



Country Rebel is uniquely positioned with the largest following of fans on Facebook of any country music and lifestyle outlet. Country Rebel boasts **8.6 million followers** on its own Facebook page and over **20+ million followers** in its network of niche brands and pages.

Followers

8,600,000



6,200,000



3,500,000



1,000,000



192,000





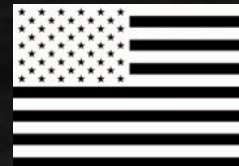
PEOPLE & VALUES

We reach authentic fans who live, eat, and breathe country music and country lifestyle. Our audience is led by female heads-of-households who cherish country values: faith, family and pride in country.



GENDER

66% Female / 34% Male



Geographics

97% U.S. and Canada / 3% U.K.



AGE

86% - 35 years+



Devices

85% mobile / 15% desktop



Ad Placements



Website Editorial



Website Editorial

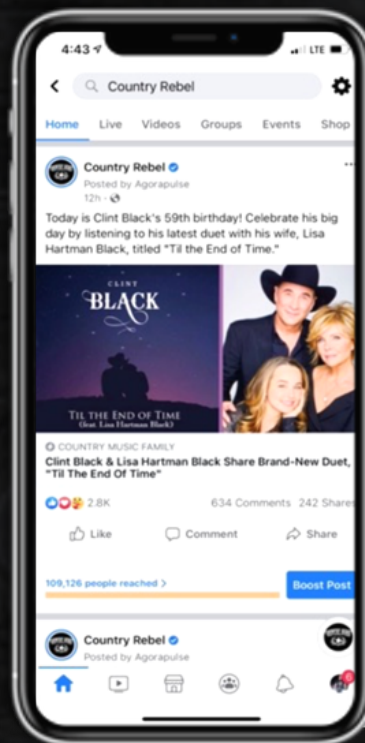
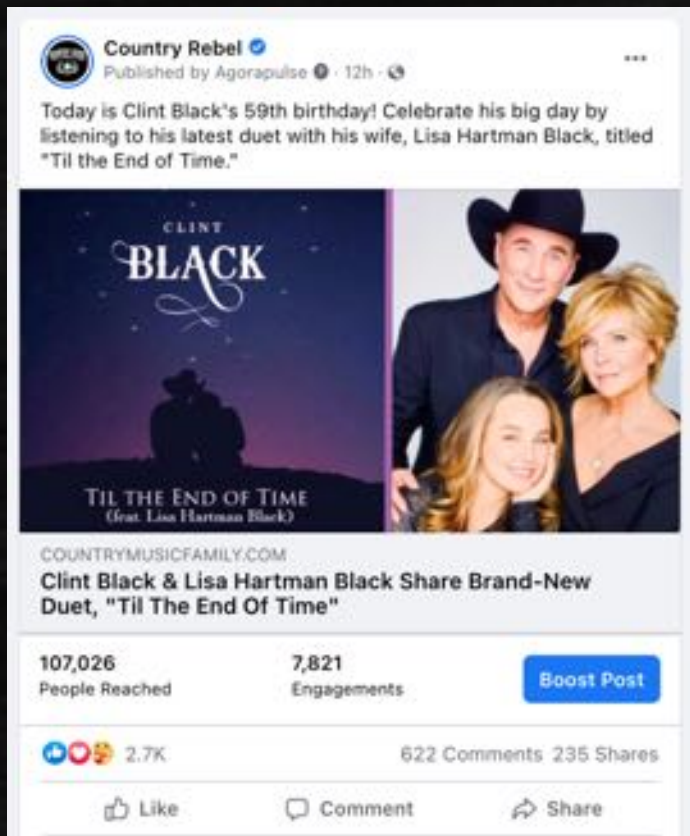
\$750 USD

**Custom news/editorial piece written
for your project and posted to
www.countryrebel.com**

**Includes complimentary posting to
Country Rebel Facebook network
(\$500 value)**



Facebook Post



Facebook Post

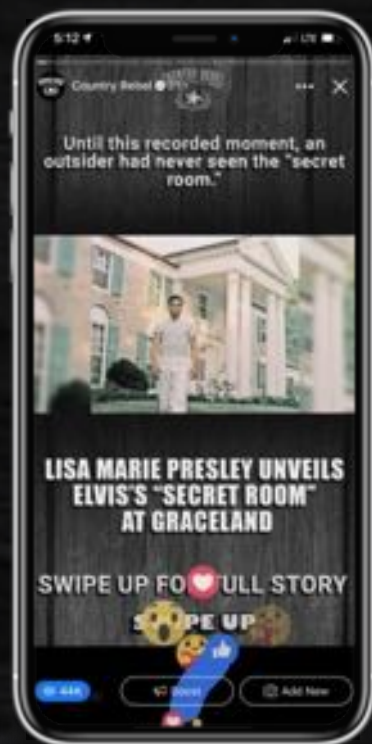
\$500 USD
(+\$250 for video premiere)

Posted run-of-network
(CR, CMN, CMF, CCM, A2C)

No expiration



Facebook Story



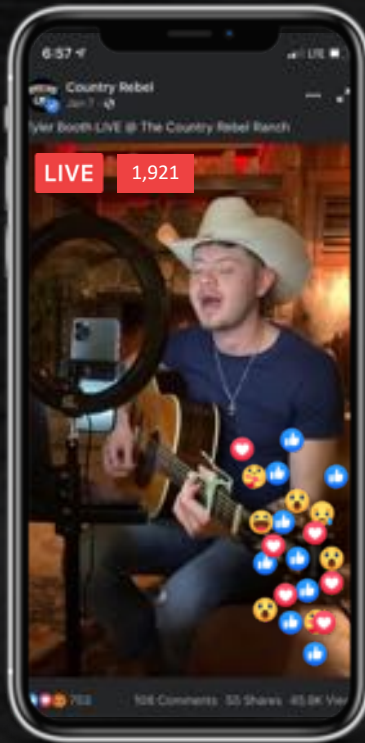
Facebook Story

\$500 USD

Posted to Country Rebel
Facebook Page Story

Expires after 24 hrs.

Facebook Live



LIVE

Facebook Live

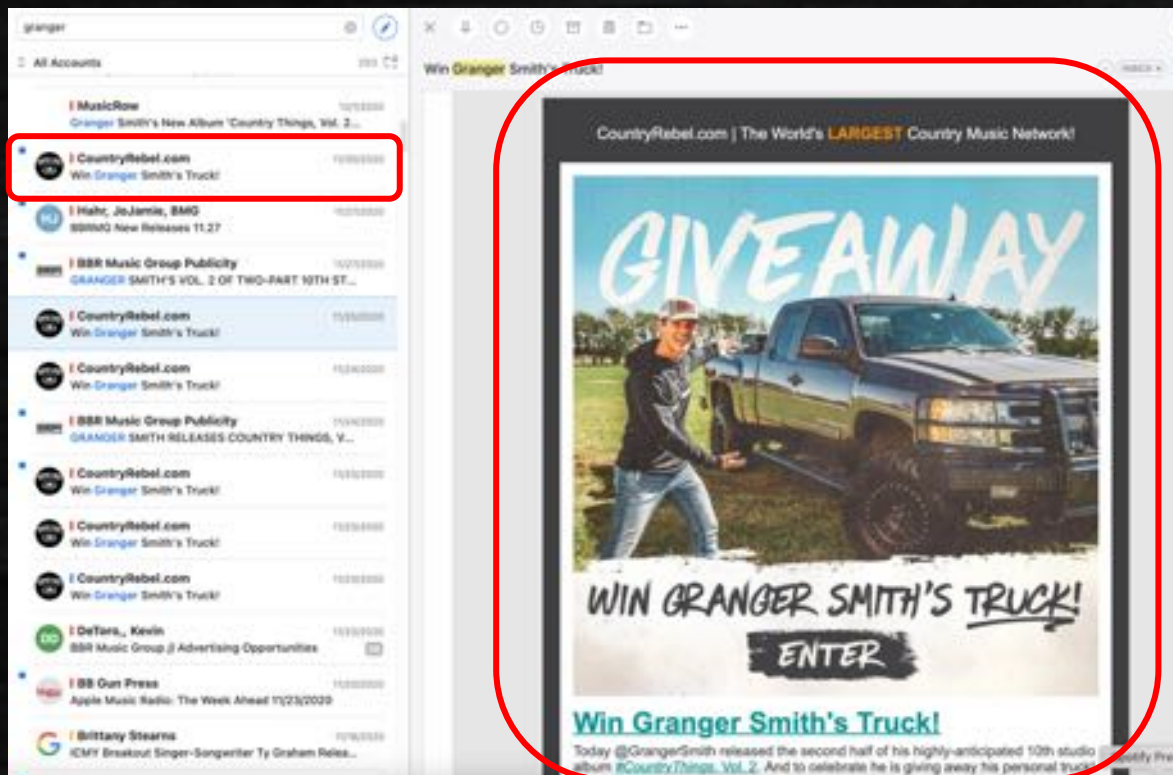
\$2000 USD / 1 hr.

Posted run-of-network
(CR, CMN, CMF, CCM, A2C)

No expiration



Email Broadcast



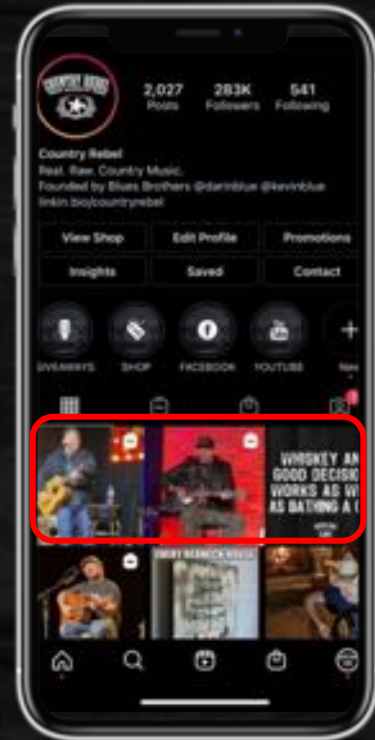
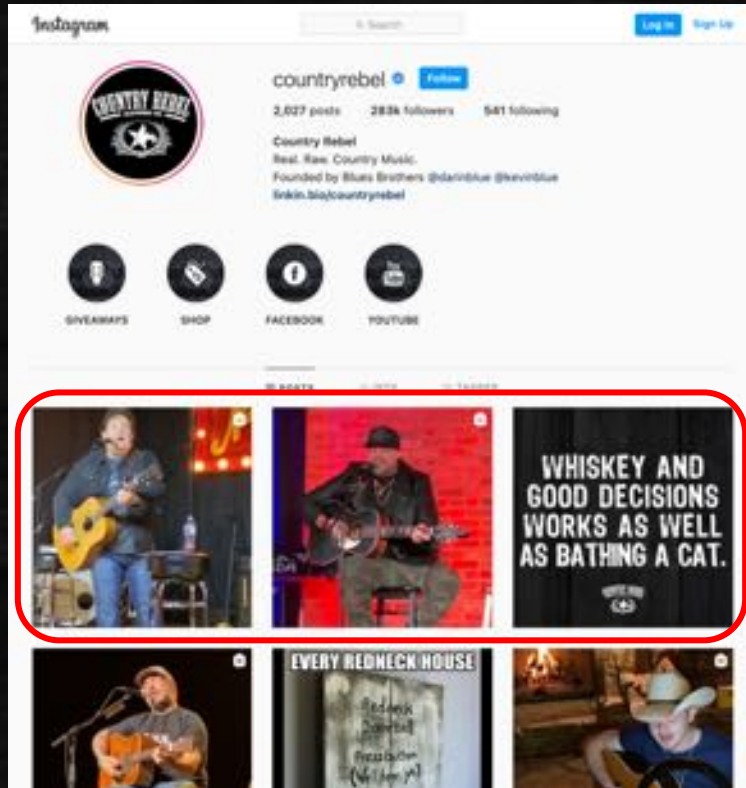
Solo Broadcast

\$1,000 USD

**Advert sent exclusively to our list
of 516,000 subscribers**

One broadcast only

Instagram Post



Instagram Post

\$500 USD

**Posted to @countryrebel
(283k followers)**

No expiration



Instagram Story



Instagram Story

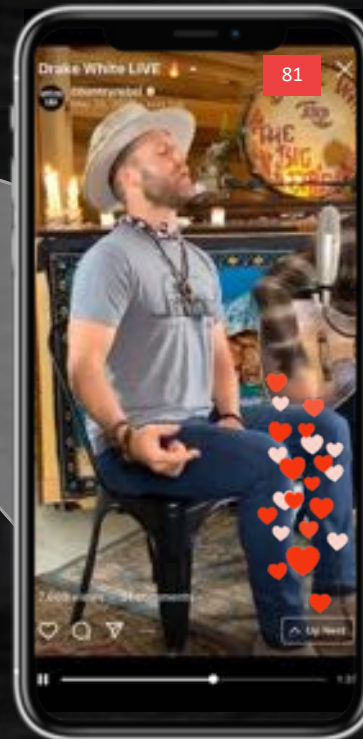
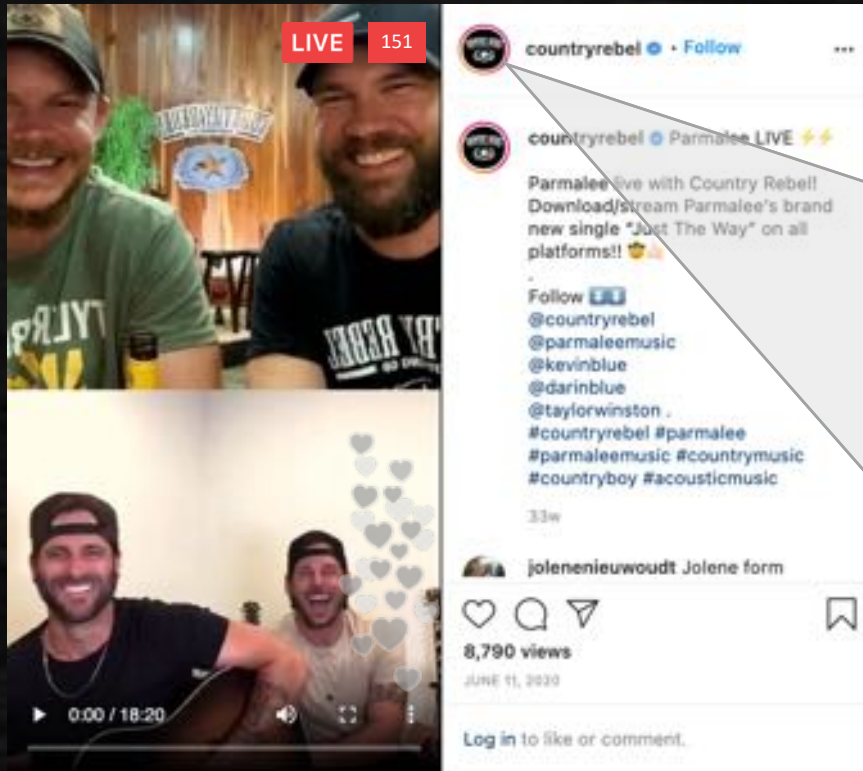
\$500 USD

Posted to @countryrebel
Instagram story

Expires after 24 hrs.



Instagram Live



LIVE

Instagram Live

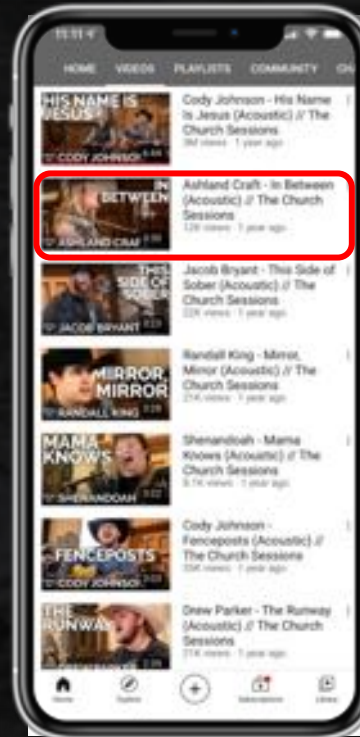
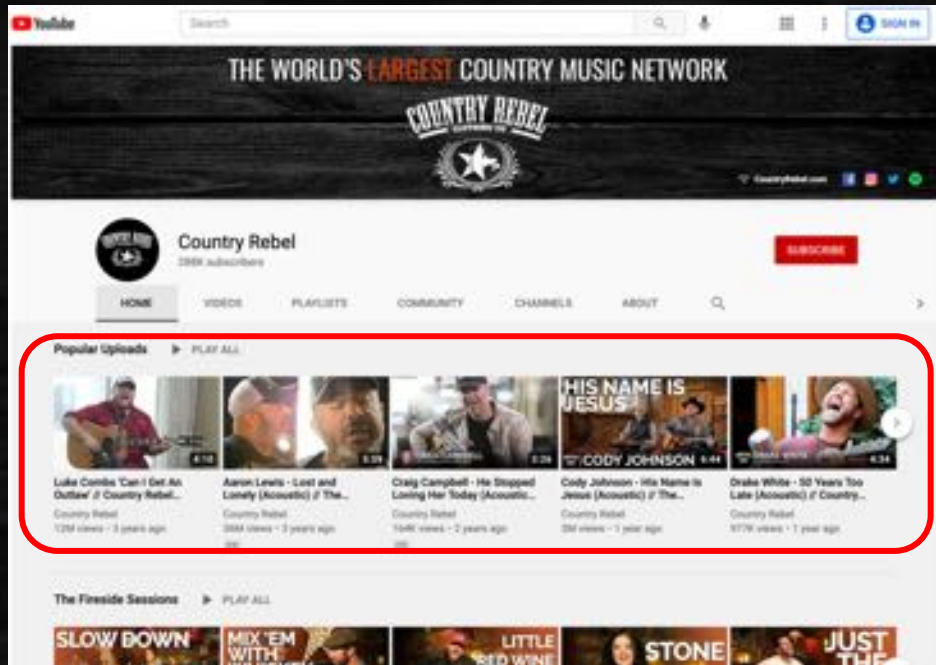
\$1,000 USD

Posted to @countryrebel
Instagram

Lives on @countryrebel IGTV
following live, no expiration



Youtube Premiere



Youtube Premiere

\$3,000 USD

**Posted to Country Rebel channel
(288,000 subscribers)**

No expiration



TikTok Post



TikTok Feed Post

\$250 USD

Posted to @countryrebelclothing
(27k followers)

No expiration



TikTok Live



LIVE

TikTok Live

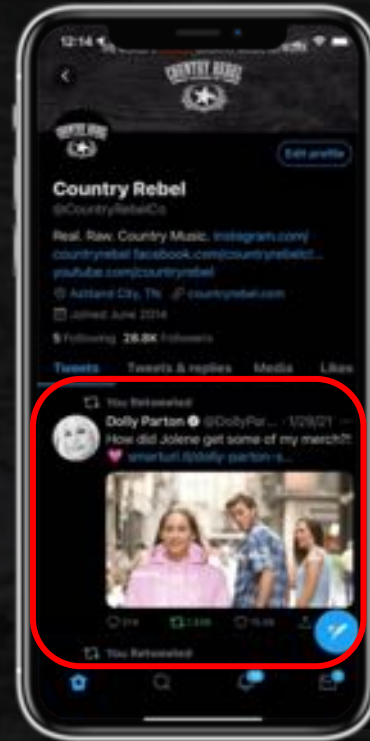
\$250 USD

**Posted to @countryrebelclothing
TikTok**

No expiration



Twitter Post



Twitter Feed Post

\$250 USD

Posted to @countryrebelco
(27k followers)

No expiration

2021 Rate Card



| Product | Cost | Expiration |
|-----------------------------|---------|-----------------------|
| Website Editorial | \$750 | - |
| Facebook Post | \$500 | - |
| Facebook Video Premiere | \$750 | - |
| Facebook Story | \$500 | Expires after 24 hrs. |
| Facebook Live (up to 1 hr) | \$2,000 | - |
| Instagram Post | \$500 | - |
| Instagram Story | \$500 | Expires after 24 hrs. |
| Instagram Live (up to 1 hr) | \$1,000 | - |
| TikTok Post | \$250 | - |
| TikTok Live | \$250 | - |
| Twitter Tweet (48hrs) | \$250 | - |
| Youtube Premiere | \$3,000 | - |
| Email (Solo Broadcast) | \$1,000 | - |

Bundle discounts and package pricing available upon request. Please contact sales@countryrebel.com for acoustic production inquiries, Rebel Ranch rental for photo/video capture, special events and all other marketing and partnership inquiries.

Purchasing Info.



Contact:

sales@countryrebel.com

Please note all sales are final. Media and promoted assets are subject to Country Rebel discretionary approval for quality, consistency and format.

Payment Details:

Please make checks remittable to "Country Rebel". Payment terms are net 30. ACH info available upon request.

PayPal payments add 3% processing fee and send to admin@countryrebel.com

Payment Address:

1012 Norman Harris Rd.

Ashland City, TN 37015