MEDIA KIT · UPDATED NOVEMBER 2026

Birdie & Maisie

Rescue dogs, honest daily-life content, brand collabs.

RESCUE ADVOCATES | PET UGC CREATOR | BRAND COLLABS



@birdieandmaisie hello@birdieandmaisie.com Lafayette, Indiana

MEET THE DOGS

Two rescues, two very different personalities

One very well-documented friendship. Both dogs came from the same rescue, two years apart.



Birdie

THE DRAMATIC ONE · MARCH 2020

Plott hound, beagle, white Swiss shepherd, and a fair amount of mystery. Home a week into COVID lockdown after months in foster care. Independent, theatrical, and still testing the privacy fence — which is why she never leaves the house without her Fi collar.



Maisie

THE BEAGLE IN CHARGE · JANUARY 2022

Her owner had health issues and couldn't keep her anymore. I texted the rescue that had Birdie to ask if the two would get along. They did. Food-obsessed, velcro-attached, and operating on her own schedule. Rescue name: Missy.



WHO YOU'D BE WORKING WITH

Jennifer Pershing

A CPA in Lafayette, Indiana, with three rescue dogs to my name. Birdie & Maisie started after Maisie's cancer diagnosis. I shoot and write everything myself, answer every email, and only post about things Birdie and Maisie actually use. Deadlines get met and the invoice makes sense. Occasionally out-voted by a beagle.

THE NUMBERS

Small audience, long reach

Content travels well past the follower count — most of the people who see a post don't follow the account yet.

41,132	32,474	92.6%
VIEWS	VIEWERS	FROM NON-FOLLOWERS

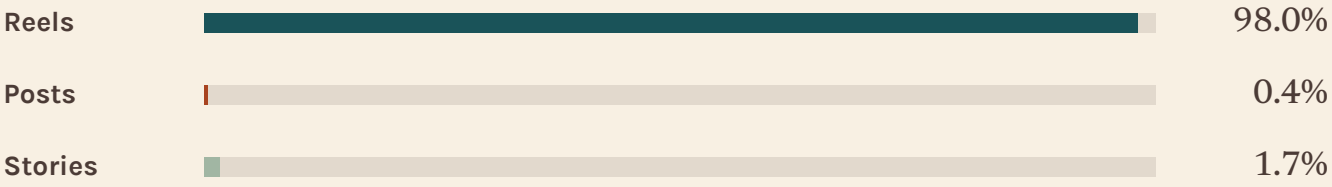
AUDIENCE

Instagram followers	1,402
TikTok followers	1,115
Facebook followers	434
Combined followers	2,951

ENGAGEMENT

Interactions / 30 days	2,779
Accounts engaged	1,554
Engagement rate, by reach	8.6%
Profile visits	219
Posts since July 2025	468

WHERE THE VIEWS COME FROM



WHAT THIS MEANS FOR YOU

Reels drive 98.0% of views and 91.1% of interactions, so that's where a partnership should live. Last month the account was seen by 32,474 viewers — about twenty-three times the follower count — and 92.6% of views came from people who don't follow us yet. That's new eyes on your product, not the same audience served twice.

Source: Instagram Professional Dashboard, 30 days ended October 31, 2026. Engagement rate by reach = 2,779 interactions ÷ 32,474 viewers. Combined followers is the sum of Instagram (1,402), TikTok (1,115) and Facebook (434); audiences may overlap.

WHO'S WATCHING

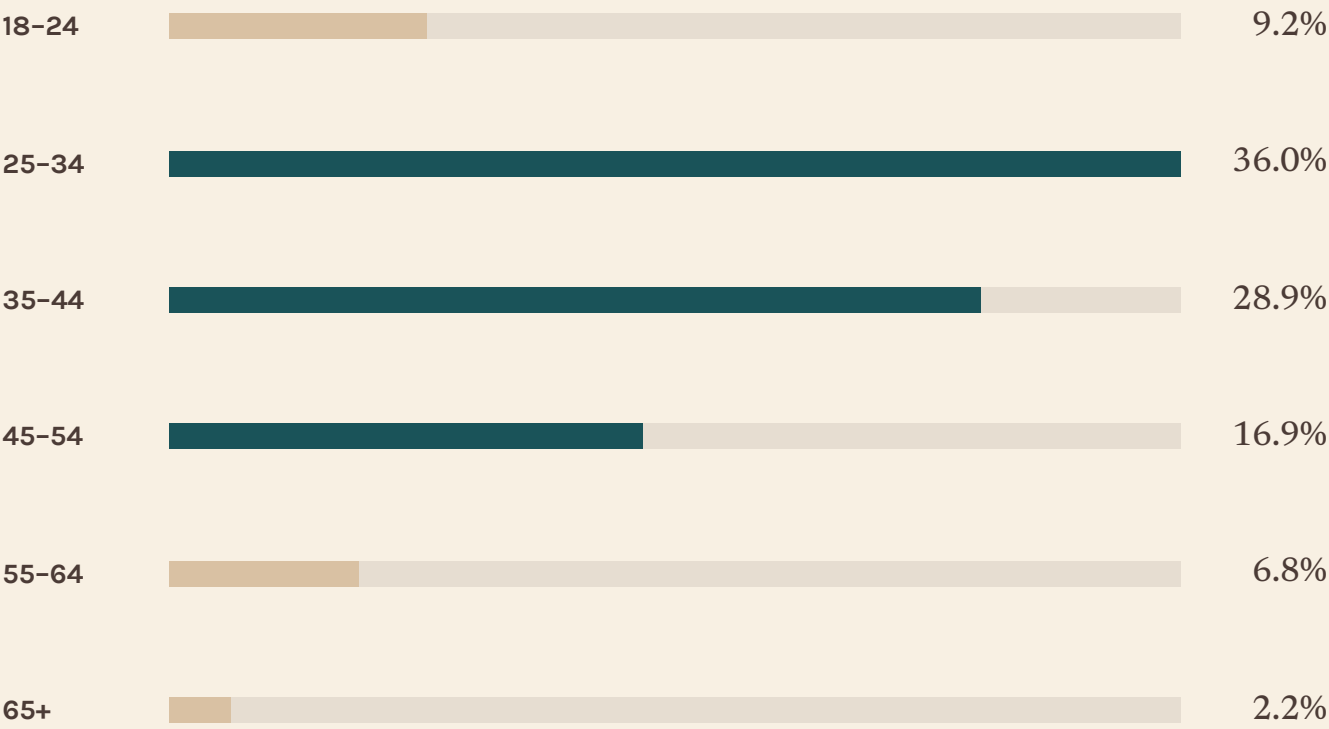
Women who buy things for their dogs

Seven in ten followers are women, and four in five are between 25 and 54 — the age band that owns the dog, holds the credit card, and makes the purchase.

70.9%
WOMEN

81.8%
AGED 25 TO 54

AGE RANGE



WHAT THIS MEANS FOR YOU

This is not a teen audience passing through. It's established households in their prime pet-spending years, weighted toward women, in a category where the buyer researches before purchasing and stays loyal once something works.

Source: Instagram audience insights (Meta Business Suite), October 2026. 25–54 figure is the sum of the 25–34 (36.0%), 35–44 (28.9%) and 45–54 (16.9%) bands.

PORTFOLIO

Recent work

Frames from our ongoing Fi, Pelsbarn and Hippie Howl ambassadorships, shot and edited in-house with both dogs. Video available on request.



Fi · GPS collar

Birdie in her Fi collar in the yard, watching the fence line. The product doing the job it's bought for.



Pelsbarn · new car bed

Curled up with her own toy, which is exactly what the product is meant to produce.



The Hippie Howl · bandanas

Seasonal bandanas on both dogs, shot at home. Product worn, not held up to the camera.

TRACKED SALES FROM PARTNER LINKS

PARTNER	PERIOD	CLICKS	ORDERS	SALES DRIVEN
Pelsbarn	To date	74	7	$977.66
Chewy	Sep 2025 – Aug 2026	29	4	$270.00
Combined		**103**	**11**	$1,247.66

Eleven orders from a hundred and three clicks.

Sources: Pelsbarn affiliate dashboard (all activity to date) and Chewy creator analytics (Sep 1, 2025 – Aug 31, 2026). Reporting periods differ; the combined line is a simple sum.

WORKING TOGETHER

What we offer

Every collaboration starts with the product actually being used. If it doesn't work for Birdie and Maisie, you'll hear it from me before my followers do.

UGC

Photo and video you own outright and can run as paid ads, on your own channels, or anywhere else you need it. Raw and edited 9:16 video plus stills, about two weeks from product arrival.

Sponsored posts

In-feed reels and posts on our channels, written in our voice. Reels are where this account performs.

Ambassadorships

Ongoing partnerships with brands we already use. Most of ours started as a single post and turned into this.

Product reviews

Honest testing by two hounds with strong opinions, documented over weeks rather than a single unboxing.

CURRENT BRAND PARTNERS

Chewy	CHEWPANIONS CREATOR
The Hippie Howl	AMBASSADOR
Amazon	INFLUENCER
Pelsbarn	AMBASSADOR
Fi	AMBASSADOR

RATES

Quoted per project, based on scope and usage rights. Gifted collaborations considered for brands that fit the account. Just ask.

GET IN TOUCH

hello@birdieandmaisie.com

birdieandmaisie.com

@birdieandmaisie on Instagram, TikTok, Facebook, Threads & YouTube