

Teri Thomas

WORTH THE DETOUR, NOT THE NOISE · FOOD, WINE, AND TRAVEL

The quiet observer's take on food, wine, and travel.

WHO I AM

I create food, wine, and travel content focused on the details that separate a great place from a good one. I am an introvert, and that is the whole advantage. I notice what is easy to miss, I only recommend what is worth your time and your energy, and I have an audience that trusts where I send them.

AUDIENCE & REACH · TRAILING 30 DAYS, AS OF SEPT 20, 2026

5

Reel posts

~13.2K

Total views

~6,500

Accounts reached

~24×

Reach vs. followers

~4%

Engagement rate

My reels reach roughly 24 times my following, and the people watching save and share what I post. In food and travel, a save means someone is planning around it.

WHO'S WATCHING

62.4% women and 37.6% men, and 94.1% in the United States. Concentrated in the prime spending years for dining, wine, and travel.

BY AGE

35–44 58.1%

45–54 15.2%

25–34 13.3%

55–64 6.7%

65+ 4.8%

18–24 1.9%

TOP CITIES

Nashville 8.2%

Anaheim 2.3%

Tustin 2.0%

San Jose 1.6%

San Francisco 1.6%

WHAT I MAKE

UGC Reels, shot and cut the way people actually watch.

Photography and video for your own channels, site, and ads.

Honest reviews and captions in a voice people already trust.

Across food, wine, travel, and hospitality.

WHY BRANDS TRUST ME

Twelve consecutive years of Yelp Elite status and hundreds of published reviews, built long before it was a business.

Real collaborations, including Son Pham of Eleven11 (@11.nashville) and David Andrews of D'Andrews Bakery (@davidandrews.da).

Portfolio and reviews at theterithomas.com.

RATES

Starting rates. Final quote depends on scope and usage. Anything beyond organic use on your own page is an add-on.

Content

UGC Reel (15–30s)	From \$200
UGC photo set (~10 images)	From \$150
Each additional video	From \$175
Hook variations	+\$25 each
Raw / added footage	Varies by quantity and use

Packages

3–Reel starter	From \$510
5–Reel pack	From \$850
Monthly retainer	From \$1,000 / mo (6 Reels)

Usage rights (added to base)

Organic, your page	Included
Paid ads, 30 days	+30%
Paid ads, 90 days	+50%
Paid ads, 12 months	By quote
Perpetual / unlimited	By quote
Exclusivity	By quote

Whitelisting

Ads run through my Instagram handle, by approval only	+50% / month
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Whitelisting is not guaranteed. Availability depends on the brand and the fit of the partnership.

Posting to my audience

Feed post	From \$50
Reel	From \$100
Story frame	From \$10

Terms

Revisions	1 round included, extra +\$30
Rush delivery	+25%
Standard turnaround	7–10 days
Payment	50% deposit, balance on delivery

GET IN TOUCH

Instagram @theterithomas

theterithomas.com · start a conversation through the contact form

All trial reels are excluded from this engagement rate. Figures are from a trailing 30-day period across my food, wine, travel, and hospitality content; a portion of my content is not captured in these totals, so the real numbers run higher.