analuharrell

MEDIA KIT 2026

political communicator and educational creator

Politics explained with *clarity* and clear values.

I explain U.S. and Brazilian politics to an audience that came to learn. Every partnership starts by teaching something useful, and presents your brand naturally inside it.



52.8K
Instagram followers

2.4M
views in 30 days

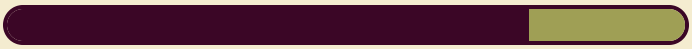
2M
of those views on Reels

455K
Reels interactions

Source Instagram Insights, 30 days ending November 14, 2026. The account gained 50,508 net followers in that period.

Who is watching

Women 77% **Men 23%**



Top locations
United States, Brazil and Europe

Format that carries the reach
Reels brought 2M of the 2.4M views. Stories added 348K more views.

Age of the audience

Under 25	1.1%
25 to 34	10.8%
35 to 44	22.4%
45 to 54	29.6%
55 to 64	24.5%
65 and over	11.6%

Most of the audience is between 35 and 64, readers and voters who want context, not noise.

About Analu

Journalist by training, with two master's degrees from Paris and three years of doctoral work in political science. Ten years behind the scenes of political communication, on campaigns in Brazil and the United States and on international projects. Interviewed by OK! Magazine about the growth of this platform.

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Attention earned, *trust* kept.

Track record behind the audience

600% Growth in digital engagement for a Florida House campaign, which received 40,000+ votes in the general election.

$890K Moore Foundation project, with communications in three languages for 150+ stakeholders from Amazonian countries.

35+ Candidates elected by the Statecraft Media team in 2026, where I was the day to day contact for 20+ clients.

100+ News stories published in Brazilian media, plus opinion articles written nearly every week for Senate campaigns.

300+ Public speaking students coached at the University of Florida, honored with a Motion of Applause.

4 Languages in daily use, English, Portuguese, Spanish and French, with work across Brazil, the United States and Europe.

How sponsored content works with me

Teach first

Every piece leaves the viewer knowing something new.

Fact and opinion, labeled

I separate the two and always say which is which.

Brand inside the story

Your message sits in the lesson, not in an interruption.

Always disclosed

Paid content is clearly labeled as advertising.

Three Reels that performed best

Reel 1 instagram.com/reel/De-tcTRAxLI

Reel 2 instagram.com/reel/DfC24gwRhlU

Reel 3 instagram.com/reel/DfcSshwsGbT

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WORK WITH ME

Partnerships that *teach* first.

Educational Reel — $750

One explainer Reel where your topic is taught, not announced. Script, edit and publish, with your approval first.

Story set — $300

Three to five Story frames with a link, ideal for a book, a course, an event or a campaign deadline.

Series of three — $2,200

Three Reels over three weeks plus a Story set. Repetition builds trust, and the series ends with a results report.

Talks and workshops — On request

Public speaking, message and media training for teams and organizations, led by a former university instructor.

Newsletter feature, opening soon. My English newsletter is launching, and sponsored spots open once it has its first reader data.

Three launch partner spots. Prices shown are launch rates for the first three partnerships. You get special terms, my full attention and a case study built together.

How it works

1. You send the brief
2. I propose format and script
3. You approve before it goes live
4. I publish
5. You get the results report

A good fit

Education, books, culture, social impact, progressive movements and companies.

Maybe not the best match

Brands and campaigns whose values are far from mine.

Let us talk.

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All paid content is clearly labeled as advertising. Opinions are my own.