

— RAW —
[DETROIT]

Media Kit

2026



ABOUT US



RAW Detroit is a creative media platform built to spotlight the people, places, and businesses shaping culture and experiences across the region. Since 2015, we have helped brands of all sizes gain visibility through authentic storytelling, cinematic visuals, and strategic digital distribution.

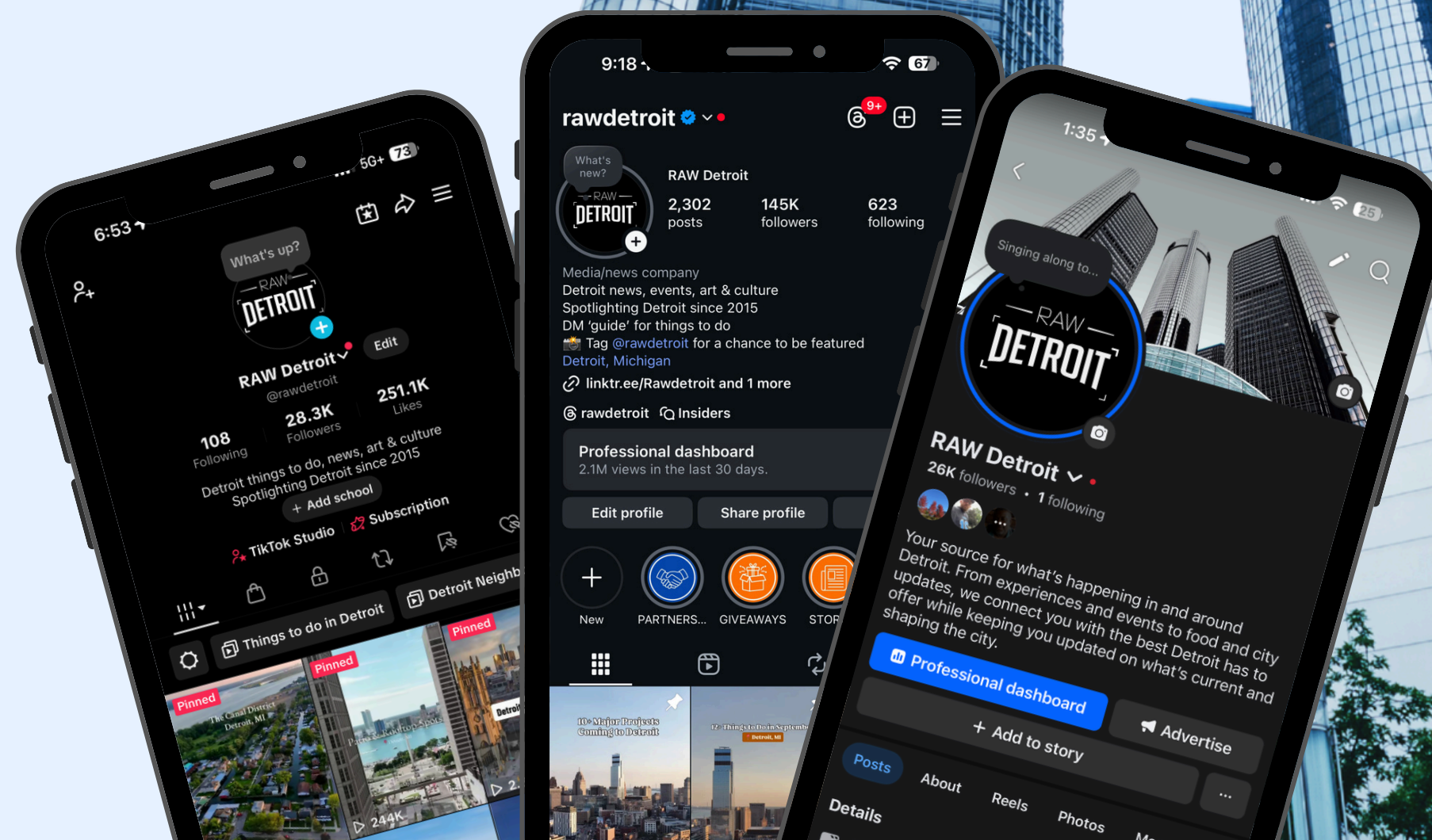
Our audience is actively looking to discover new destinations, experiences, and standout businesses. Through social media, editorial features, and visual content, we help brands connect with audiences in a way that feels natural, trusted, and impactful.

11 YRS
Showcasing
Detroit & Michigan

245K
Followers
Across all platforms

46M
Annual Views
across social platforms (2025)

5M
Annual Interactions
across social platforms (2025)



NOTABLE COLLABORATIONS

Forbes



Barton
Malow



SHINOLA



GAMETIME

verizon



THE RESIDENCES
WATER SQUARE
DETROIT



DETROIT
-VS-
EVERYBODY



AUDIENCE

BLENDING AVERAGE ACROSS ALL PLATFORMS

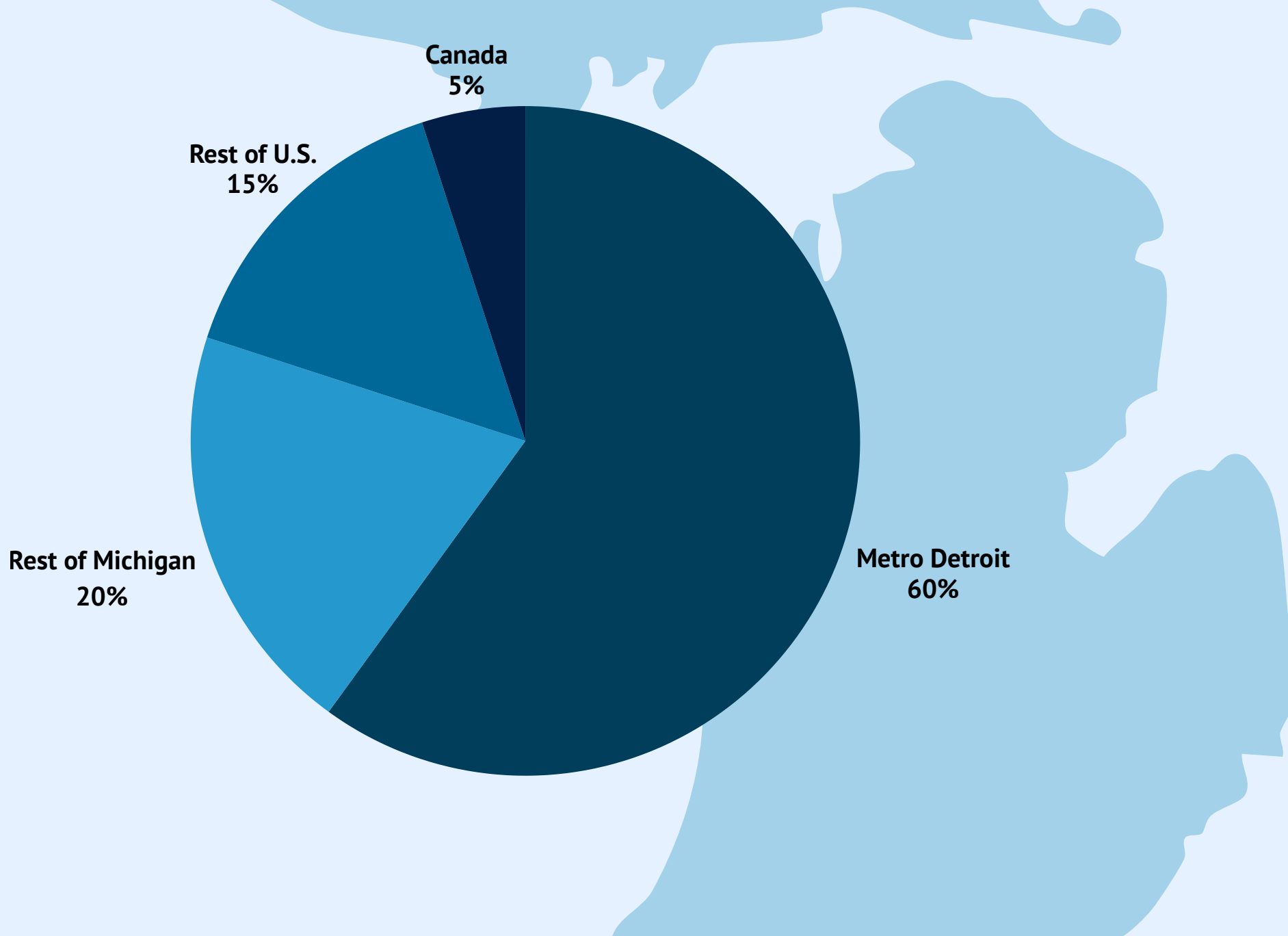
GENDER



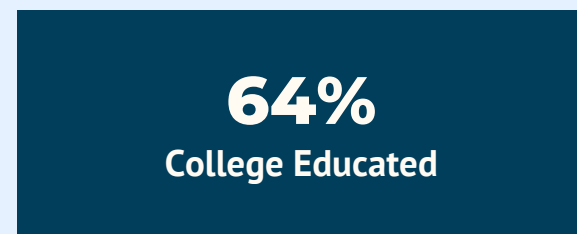
HOUSEHOLD INCOME



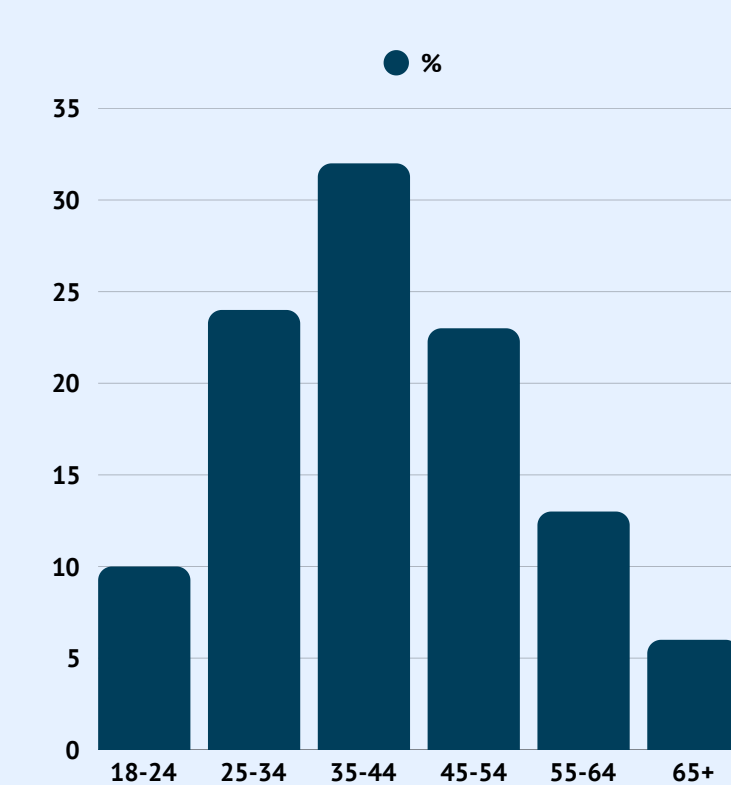
LOCATION



EDUCATION



AGE RANGE



HOMEOWNERS



ANALYTICS

INSTAGRAM

151K
Followers

1.5M
Average
Monthly Views

188K
Interactions

TIK TOK

33.3K
Followers

453K
Average
Monthly Views

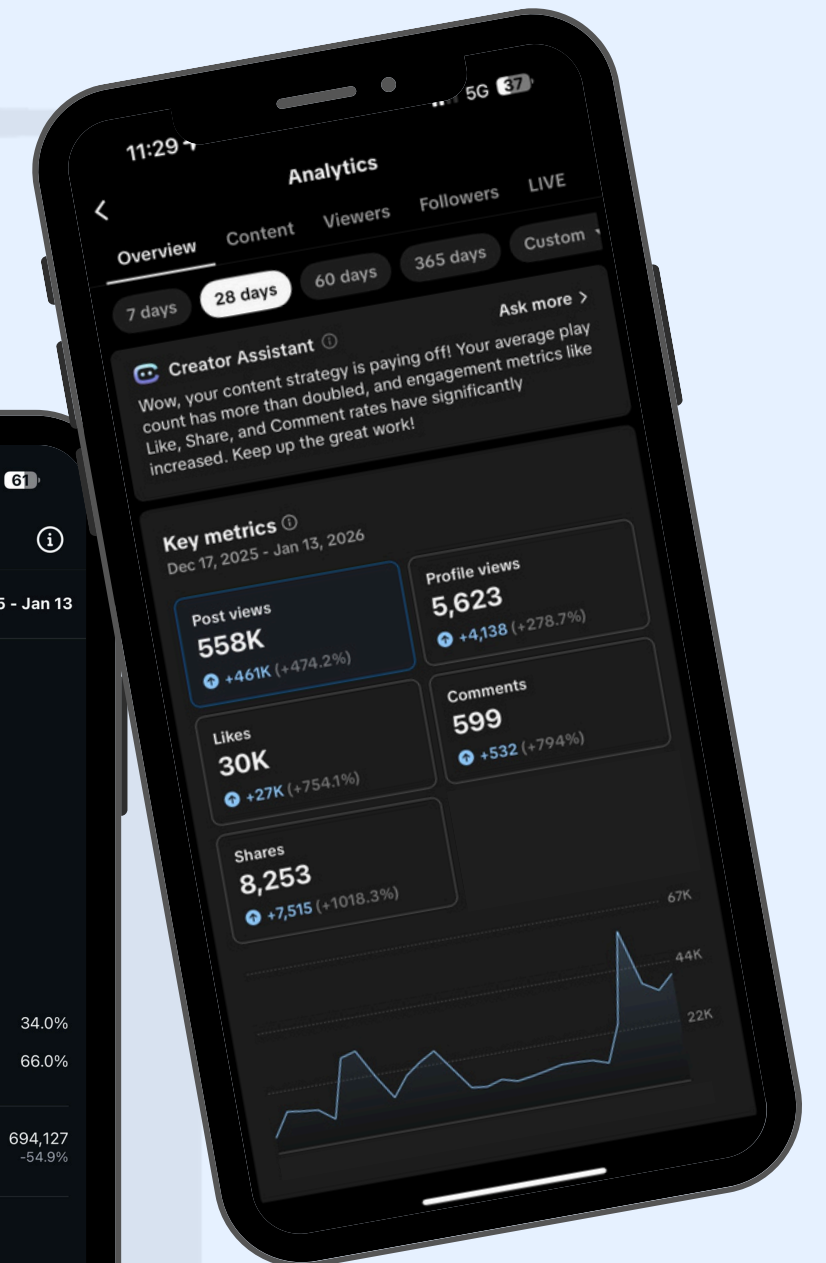
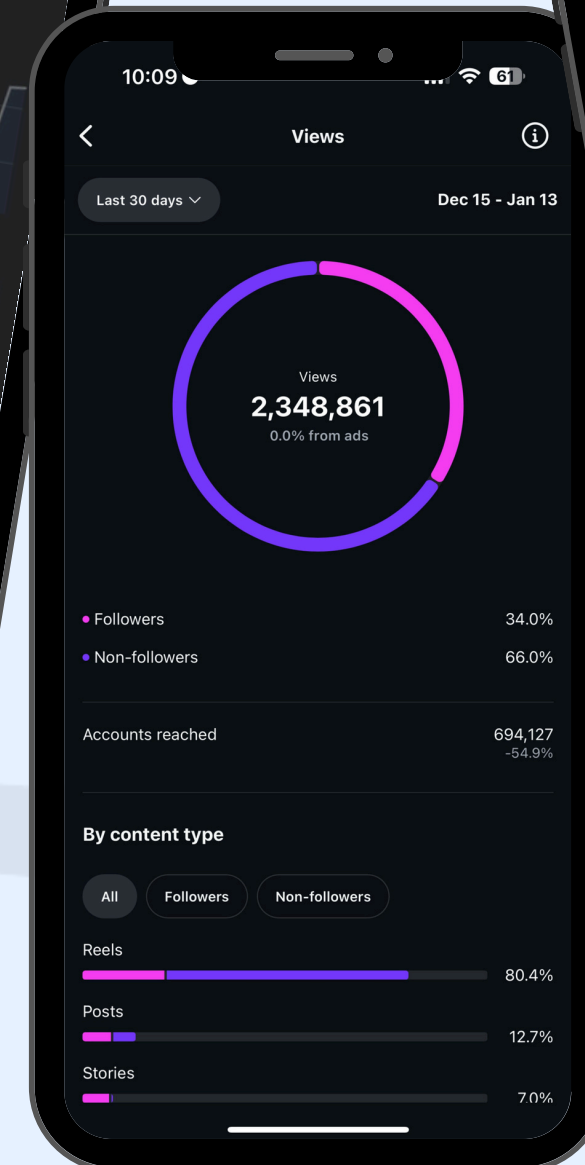
45K
Interactions

FACEBOOK

39K
Followers

1.7M
Average
Monthly Views

219K
Interactions



DIGITAL PROMOTION CASE STUDY

SHINOLA

Signature Spotlight Package

Campaign Objective

Promote the launch of Shinola's limited edition J Dilla watch collection and generate awareness around the release.

Strategy

RAW Detroit filmed and produced cinematic video content highlighting the watch and the Detroit story behind the collaboration. The content was distributed across Instagram, TikTok, Facebook, and website as an organic social campaign designed to build excitement leading up to the drop.

Key Results

72K
Views
across social & blog

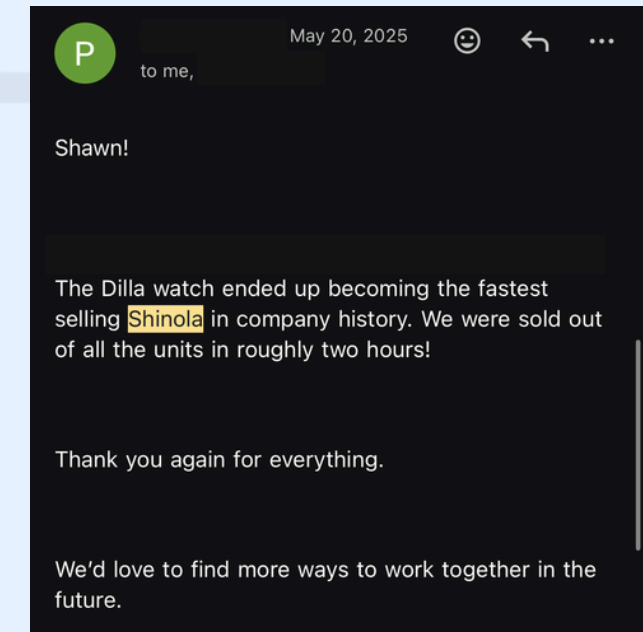
Total video views across Instagram, TikTok, and Facebook.

SOLD OUT
in 2 hours

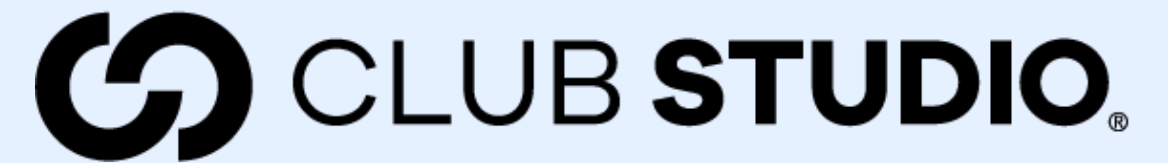
The J Dilla watch collection sold out in 2 hours. Fastest in Shinola history.

4k+
Engagement on
social platforms

Combined likes, comments, and shares across campaign posts.



DIGITAL PROMOTION CASE STUDY



Signature Spotlight Package

Campaign Objective

Drive local awareness and sign ups for the new Club Studio location.

Strategy

RAW Detroit produced on site video content showcasing the facility, classes, and amenities. Content was distributed across Instagram, TikTok, Facebook, and our website. To convert engagement into leads, we implemented a DM automation where users commented a keyword to receive a free day pass.

Key Results

185k

Total post views on social media

Total video views across Instagram, TikTok, and Facebook.

1k+

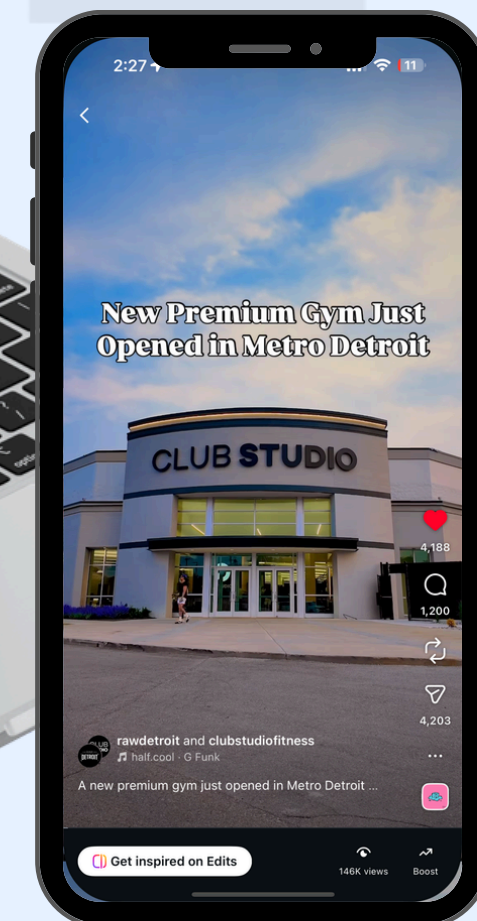
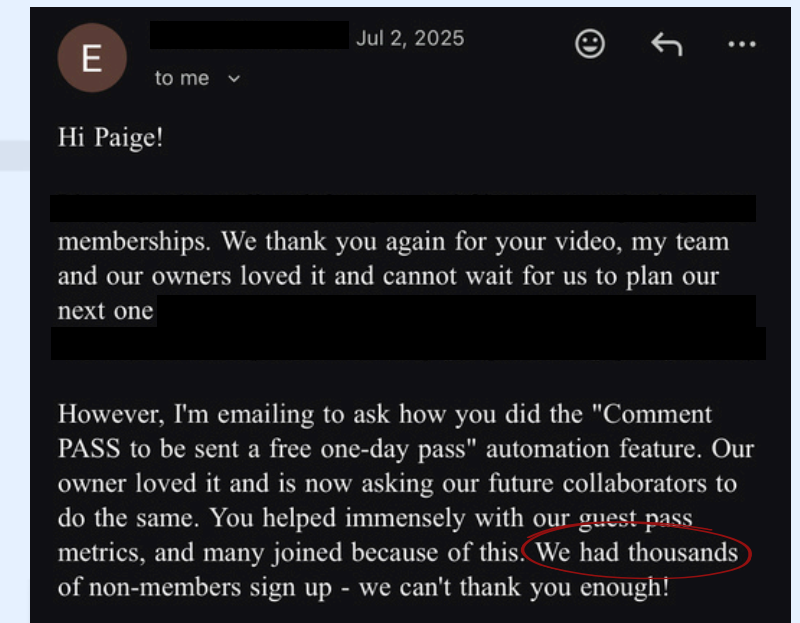
Pass Sign ups

Free day pass registrations generated through comment to DM automation.

13k+

Engagement on social platforms

Combined likes, comments, and shares across campaign posts.



DIGITAL PROMOTION CASE STUDY



Signature Spotlight Package

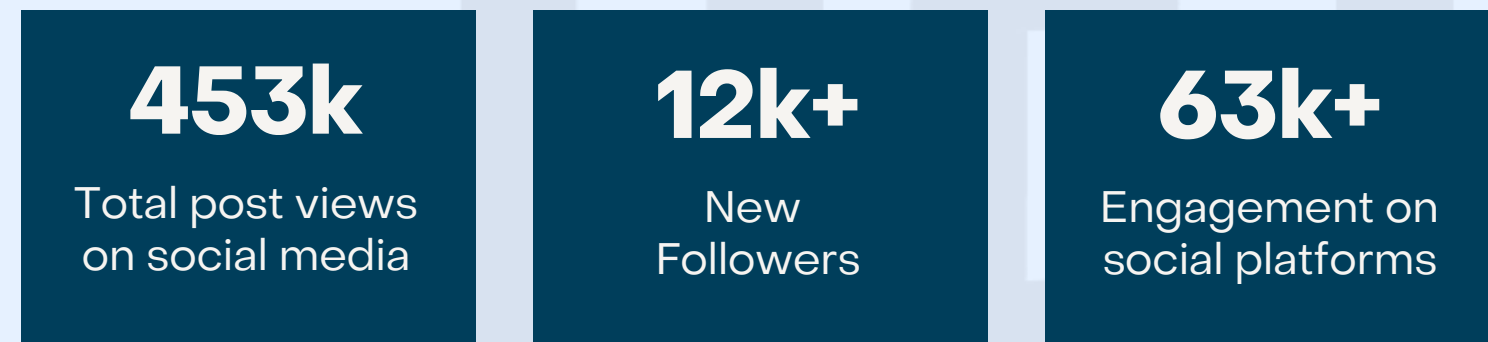
Campaign Objective

Build brand awareness and introduce Stillwater Stables to a wider audience through visually striking content.

Strategy

RAW Detroit produced cinematic drone and on site visuals designed to position Stillwater Stables as a scenic escape not far away from the city. The content focused on capturing the atmosphere and experience to drive curiosity and social conversation.

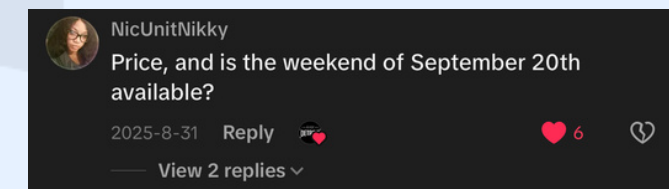
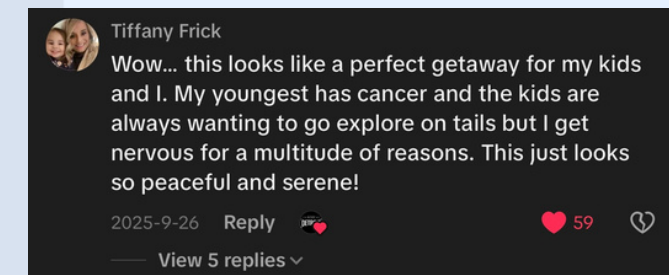
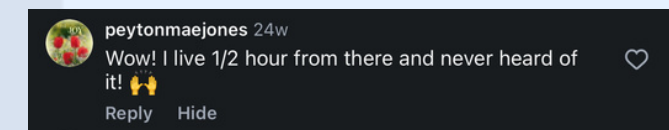
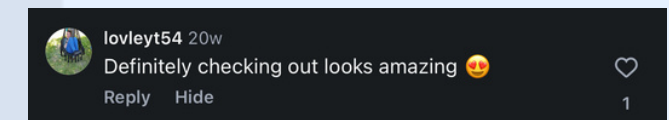
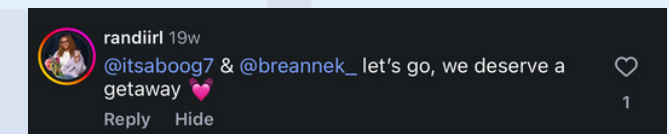
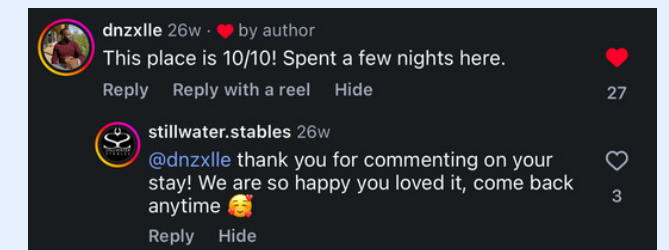
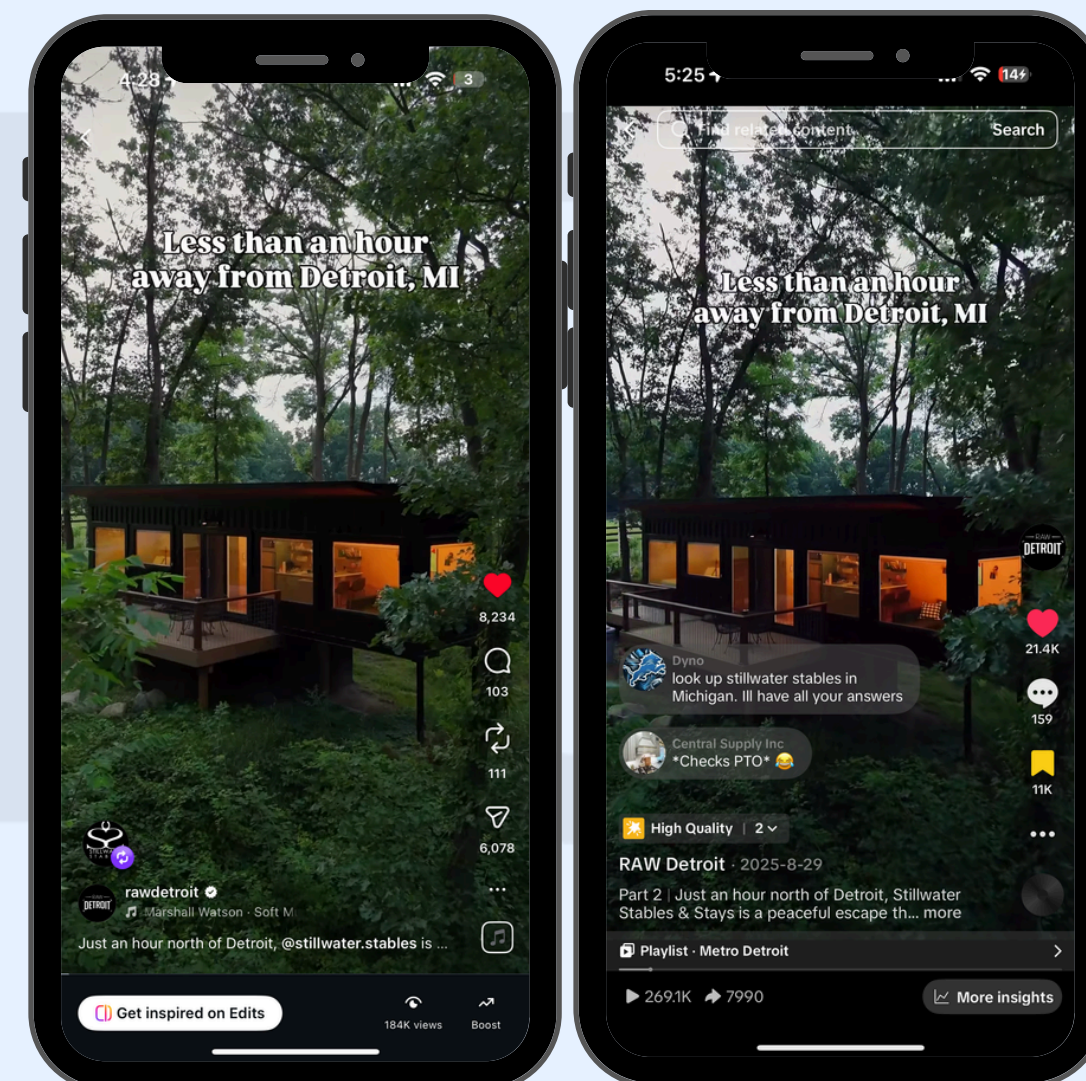
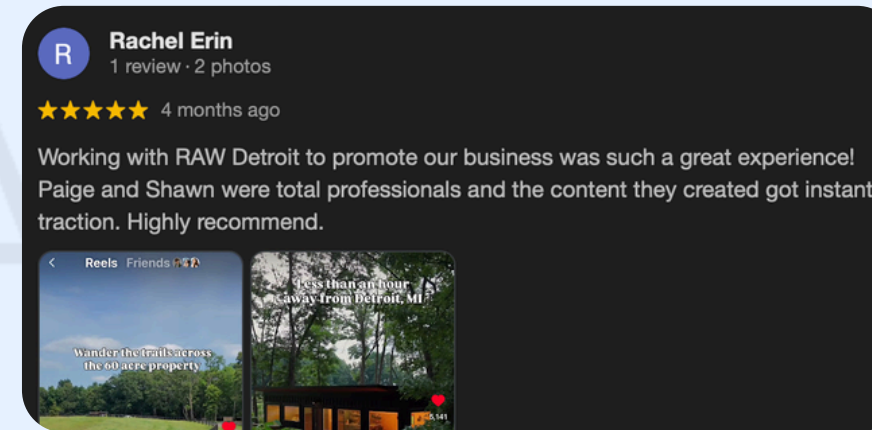
Key Results



Total video views across Instagram, TikTok, and Facebook.

Audience growth generated during the campaign.

Combined likes, comments, and shares across campaign posts.



PROMOTION PACKAGES

STARTER FEATURE

\$780

- On-site video production
- Professional editing
- One (1) Instagram post
- One (1) Facebook post

Most Popular Option

SIGNATURE SPOTLIGHT

\$1,550

- On-site content production
- Professional editing
- One (1) Instagram post
- One (1) Facebook post
- One (1) TikTok post
- One (1) article feature

PLUS

- Three (3) edited video clips delivered for your use
- Three (3) high resolution photos delivered for your use

GIVEAWAY CAMPAIGN

\$1,695

- Full setup to winner selection
- DM funnel for entry capture
- One (1) Instagram post
- One (1) Facebook post
- One (1) article feature
- On site capture + editing
- Growth strategy for follows
- IG pinned 7 days + link in bio
- Winner managed by RAW

Prize provided and fulfilled by business, RAW Detroit is not responsible for prize delivery or fulfillment

ADD ONS

SOCIAL POSTS

Instagram Post	\$850
Facebook Post	\$680
Instagram Story	\$215
Tik Tok Post	\$470

CONTENT PRODUCTION

Video Production	\$850+
Drone Videography	\$700+
Photo Production	\$600+
Article feature	\$300+

RAW Detroit may remove advertisements from our social media platforms and website after 30 days.

Assets included in the **Signature Spotlight** are delivered as edited, high-quality content optimized for social media.

Standalone posts require review and approval by our team before publishing.

All payments are due in full before services begin unless otherwise agreed.

NEXT STEPS

