AJW

brand partnerships

Your brand. Our community. Let's go.

Hi!

I'M REA.

Writer. Storyteller. Founder of AJW.



I started AJW because I needed it: a no-judgment space where Jewish women talk about the real stuff, meet the women who came before us, and discover the queens, partisans, and troublemakers nobody taught us about.

In a world that tells Jews to be quiet, I wanted to remember the women I come from.

AJW went from 20 followers to 25K in under 18 months. Every interview painstakingly edited. Every carousel a story women screenshot, share, and cry over. Over 500K views a month, 80% from people who don't even follow me yet.

They call me their Jewish hype girl. They ask where my earrings are from. So when I recommend something, they don't hear an ad. They hear a friend with great taste.

Our PARTNERS

We work with women-owned companies ONLY.

Why?
Because AJW is all about women supporting women.

When you partner with AJW, you're part of the *mishpacha*. Your founder becomes an interview subject. Your story becomes our content. Your product becomes something I personally stand behind, because I won't recommend anything I don't.

That's why AJWs trust every recommendation: they know nothing gets to them that didn't pass through me first.

The Big *Number*

80%

of our monthly reach comes from people who don't follow us yet

Your brand gets two audiences:

- **25,000 women who trust me like a friend**
- **A rotating room of hundreds of thousands who are discovering us both for the first time.**

THE Receipts

675k views this month

25k followers and climbing

27 monthly views per follower

650k best single post



Carousels

My babies. Each one researched to death, designed to stop your thumb, shared like gossip. 10k-100k views apiece. This is where your brand lives.

Reels

The megaphone. Me, face-to-camera, saying the thing everyone's thinking. They carry the carousel further and give your product a voice.



Who's Following?

90%: Grown women with grown opinions. And their own credit cards.

25-34	35-44	45-54	55-64	65+
10.6 %	23.6%	24.4%	20.9%	18.7%

Nine in ten are over 35. Two-thirds are over 45.
These aren't girls saving up for a Stanley cup.
These are women who buy the thing, today, at full price.
Good luck finding them anywhere else on Instagram, because everyone else is busy chasing their daughters.



TOP MARKETS:
USA * ISRAEL * CANADA * UK * AUSTRALIA

They don't just look. They buy.



Our recent in-house merch drop made $1,600 in the first week.

One post.
No promotion.
No ad spend.
No discount code.

The story sold it.

It wasn't just a t-shirt, but the story behind it. Women LOVED the story, and went crazy for the product.

That's the strategy: stories over products. And EVERYONE wants the tea.

I don't do ads.

I DO PARTNERSHIPS.

There are no one-off posts to whoever slides into my DMs.
I take on a handful of brands a year, and when I say yes, I'm all in.

EXCLUSIVITY
You're the only one in your category for the whole term. No competitors.

REPETITION
No one buys the first time they meet you. I keep you in rotation for the whole season.

SPOTLIGHT
Your founder gets the mic. (More on that in a second.)

STANDARDS
High level content, or I don't put my name on it.

Your Founder *gets the mic*



Nobody skips a good story. They skip ads.

I interview Jewish women about what woke them up. When we partner, your founder becomes one of my women. Her story, in her words, told to twenty-five thousand women who WANT to hear it.

Includes:

- Founder interview appearance
- Carousel + reel in the AJW house style
- Full usage rights: run it on your own channels, forever

Pick your package*

Six-month Season

Every month: a sponsored carousel, a supporting reel, and a story series with link-through.

Category exclusivity for the whole term.

Your founder interview included.

The Full Year

Everything in The Season, plus:

An audience giveaway

Usage rights to all partnership creative

A full year of compounding presence.

**includes custom discount code + monthly performance reporting, rates reviewed at renewal*

Let's Talk!

GET IN TOUCH

Email

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