

@THERICHBEAUTIFULLIFE
MEDIA KIT · 2026

April Kensington

*Brands, filmed
beautifully.*

Cinematic brand storytelling in
manor houses, cottages, and
other places worth the trip.

BRAND PARTNERSHIPS

*Quiet luxury. Cinematic Reels. Brands with
big vision, brought to life through my elegant
lens.*

@therichbeautifulife

APRILKENSINGTON.COM





THE CHANNEL · @THERICHBEAUTIFULLIFE

A rich, beautiful life.

Filmed slowly. Narrated honestly.

My feed is quiet luxury, lived in: grand country houses, cozy cottages, elegant dressing, and rooms you'd happily cancel plans for.

I don't film products. I film the life they belong to, then let your brand walk into the scene as if it had always been invited.

The places	Manor houses, country hotels, cottages, and the one perfect corner of every room.
The look	Elegant fashion, natural light, and a color palette that never shouts.
The voice	Dry, warm, elevated humor. The remark people watch twice.

“Expensive taste is in my blood. The humor? That can't be helped.”

April Kensington is a creator, traveler, writer, and influencer, always learning something new and creating something memorable.

What my audience can't stop watching.

Two Reels, two beautiful English settings, one formula: a place with history, an elegant lens, and a line people send to their friends.



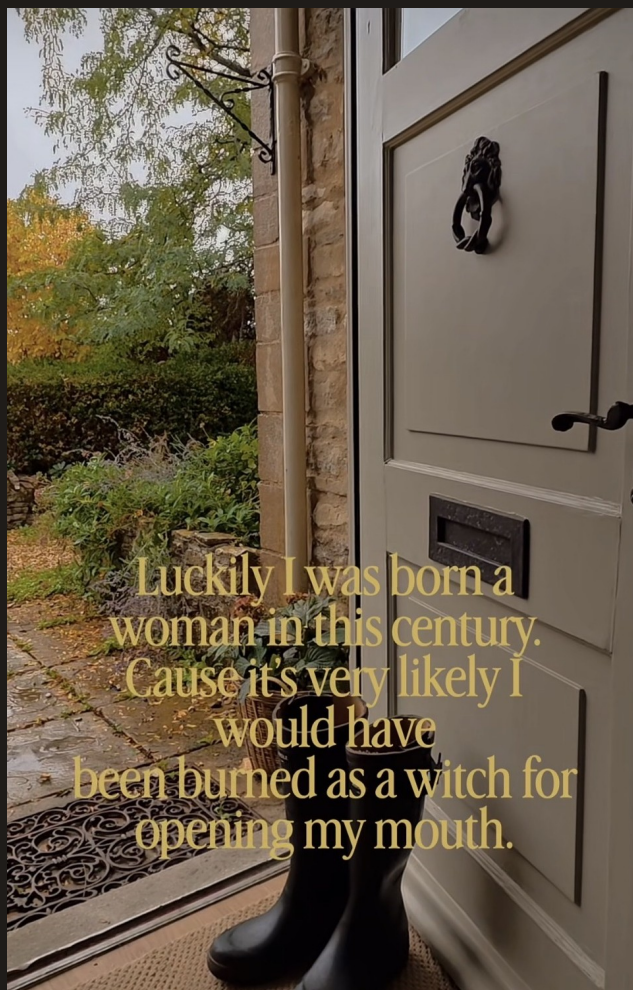
REEL · ESTELLE MANOR, OXFORDSHIRE

The Manor

218K 14.3K 3,422 2,565
VIEWS LIKES SHARES SAVES

"When it feels like you stepped into an episode of The Gentlemen."

A Grade II-listed country house hotel on an 85-acre estate¹, filmed to the show's title theme.



REEL · THE COTTAGE DOOR

The Cottage

197K 15.1K 6,501 1,721
VIEWS LIKES SHARES REPOSTS

"Luckily I was born a woman in this century, cause it's very likely I would have been burned as a witch for opening my mouth."

Wellies, an open cottage door, autumn leaves, and a punchline. Shared more than six thousand times.

Figures from Instagram Insights, as of October 12, 2026. · 1. Estelle Manor, <https://estellemanor.com/about-us/>

Brand stories that bring them to life.



01

Place first

Every story opens on the setting: the house, the light, the stillness. Your product arrives once the mood is set.

02

Slow camera

Unhurried pans, push-ins, and lingering close-ups. No jump cuts, no ring light, no frantic unboxing.

03

Natural light

Golden hour, window light, and candlelight. If the light isn't right, we wait. Politely.

04

The sound of the room

The pour, the fold, the crackle of a fire. Ambient sound that makes people feel they're there.

05

Elegance, styled

Wardrobe, props, and palette chosen to flatter your product rather than compete with it.

06

The high note

Silent or written, the final beat puts your brand in the spotlight and leaves it cemented in people's minds.

How your product enters the story.



FRAME 01 · 0:00 – 0:04

Establish

We open on the place: a rose-covered cottage, an elegant silhouette at the door, the feeling of arriving somewhere.



FRAME 02 · 0:04 – 0:09

Approach

Inside, a slow push-in: morning coffee, painted beams, window light, the things a beautiful life is made of.



FRAME 03 · 0:09 – 0:17

Reveal

Your product is already in the scene, as if it always lived here, in soft window light. No unboxing frenzy, no hard sell.



FRAME 04 · 0:17 – 0:24

Ritual

Texture, warmth, and detail: candlelight, a gold seal, the lather. Close enough to feel it.



FRAME 05 · 0:24 – 0:30

The high note

Silent or written, the final frame belongs to your brand. It holds the attention and stays cemented in people's minds.

Sample high note, written: "I didn't need another one. I needed this one."

Frames shown are illustrative stills from my own content. Every partner gets a storyboard written for their product before we film.

THE SETTINGS

The places I put your brand.

Manor houses & country hotels

Heritage estates, sweeping drives, and drawing rooms, like my Estelle Manor feature.

Cottages & villages

Climbing roses, low doorways, and elegant fashion with a little countryside charm.

The Lost Poet, Chapel Hill

My own styled retreat: panelled suites, a fireplace, and a writing desk, ready as a set.

Wherever the linens are worth it

Boutique hotels, restaurants, gardens, and destinations.



ON LOCATION · TOWNHOUSES, COTTAGES & COUNTRY ROOMS

If the place is beautiful, I'll find the light. If it isn't, I'll find the one corner that is.

CURRENT FAVORITES

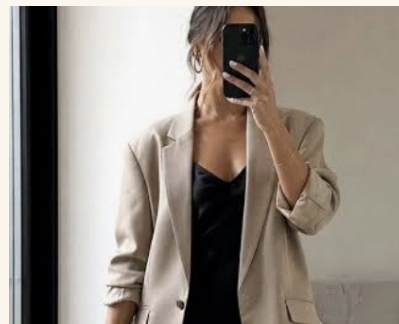
Brands that are my everyday favorites.

Each one already speaks my language: natural light, good materials, and restraint. In my frame, they'd look like they always belonged.



Ffern

Slow, seasonal scent with an heirloom soul.



Quince

Elevated essentials in cashmere, linen, and silk.



NOBL Luggage

Travel luggage with a quiet, modern finish.



Mate the Label

Organic, clean-lined pieces for slow mornings.



DJI

Pocket-sized cinema, made for filming on location.



Burga

Tech accessories, styled like a fashion edit.

Expensive taste, excellent company.

Brand imagery © the respective brands, shown for reference only. No current partnership or affiliation is implied.

AUDIENCE & REACH

The company I keep.

Here for the places. Staying for the remarks.



18.5K followers, verified account

+2.2K new followers in 30 days

171 pieces of content shared in 30 days

WHO'S WATCHING

People who plan weekends around a hotel, save cottages they'll never stop thinking about, and buy fewer, better things. They notice the robe, the doorway, and whether the glass has a little heft.

WHAT THEY COME FOR

The places
manor houses, cottages, and retreats worth the trip

The style
elegant fashion that looks expensive and never loud

The atmosphere
slow, cinematic Reels you can almost smell

The remarks
the commentary they send to the group chat

INSTAGRAM INSIGHTS · SEP 13 - OCT 12, 2026

I.I.M	views in 30 days	218K	views, top Reel	6,501	shares, single Reel
2,565	saves, single Reel	+53%	more plays on a recent breakout Reel	1,414	posts on the grid

Numbers move daily. Standards don't. Audience demographics and this month's Insights are supplied with every proposal.

Now showing: your brand.

Concept, storyboard, location scouting, styling, filming, editing, music, captions, and one consolidated round of reasonable revisions included in every package.

The Teaser

\$325

3–5 Instagram Story frames with tags and a link sticker.

A glimpse through the doorway. Leave them wanting the whole house.

The Still

\$650

One styled photograph or carousel, up to 5 slides, on the feed.

One perfect frame, lit like a period drama.

The Short Film

\$950

One cinematic Reel, up to 45 seconds: directed, shot, scored, and narrated.

Scripted by nobody but me. You'll thank me later.

The Premiere

\$1,200

One cinematic Reel plus 3 Story frames, released together.

Opening night for your product. Red carpet optional; good lighting mandatory.

On Location

\$2,250 + travel

Feature at your hotel, estate, or destination: one Reel, one carousel, 5 Story frames.

I'll arrive, assess the robes, and report back honestly.

The Series

\$1,950 / mo

Three-month recurring role. Monthly: one Reel, one carousel, two Story sets.

Commitment, without the awkward conversation about where this is going.

The Feature

By arrangement

Multi-location campaigns, events, launches, and bespoke productions.

Good chemistry is lovely. A clear brief is positively seductive.

Rates cover organic publication on @therichbeautifulife. Usage rights, partnership ads, exclusivity, and extras are on the next page, where all good fine print lives.

The fine print, written finely.

ADD-ONS

Paid usage rights +40%
30 days, paid social

Partnership ads +\$350
Whitelisting, 30 days

Brand-channel reuse +25%
Organic, 90 days

Category exclusivity +25%
30 days

Raw files +\$300
Selected unedited footage

Extra revision round +\$200
After the included one

Rush brief +35%
Under 72 hours to go-live

Percentages apply to the package fee. Usage beyond 90 days, perpetual rights, and out-of-home placements are quoted separately.

My face is available for licensing, not adoption.

01 Payment

50% deposit secures your dates; the balance is due within 15 days of publication.

Exposure is lovely. It simply doesn't settle invoices.

02 Gifting

Gifted products are welcome but do not replace a production fee.

Beautiful things are appreciated. My bank still won't accept them as currency.

03 Director's chair

You provide the brief, key messages, and must-haves. I direct, shoot, and keep the voice.

You're hiring the eye and the opinion. Please don't ask me to remove either.

04 Revisions

One consolidated round of reasonable revisions is included.

"Reasonable" is doing some important work in that sentence.

05 Locations

Location fees, permits, and property permissions are arranged or covered by the brand.

I bring the eye. The manor brings its own paperwork.

06 Timelines

Briefs arrive at least 14 days before go-live. Sooner incurs the rush fee.

Last-minute is a mood, not a timeline.

07 Cancellation

50% is payable once production begins, 100% once content is delivered.

I'm gracious about it. The invoice is less sentimental.

08 Disclosure

Every partnership is clearly labeled in line with FTC endorsement guidelines.

Discretion is a luxury. Disclosure is the law.

09 Currency

All rates are quoted and payable in US dollars, plus applicable taxes.

My taste is international. My bank account is American.



LET'S WORK TOGETHER

A little discretion. A proper introduction.

Send the brief, the timing, and the budget. I'll bring the taste, the ideas, and the remark your team debates leaving in.

hello@aprilkensington.com

Instagram @therichbeautifulife · [aprilkensington.com](https://www.aprilkensington.com)

Chapel Hill, North Carolina · the UK · wherever the linens are worth it

Quiet luxury, through an elegant lens.