



Naina.co

INDEPENDENT PUBLISHER
PHOTOGRAPHER & ARTIST

established in 2004

NAINA REDHU - MEDIA KIT - SEPTEMBER 2026 - N@NAINA.CO - 0429048917 - ADELAIDE, SOUTH AUSTRALIA



ABOUT NAINA

Naina Redhu is an Adelaide-based photographer, independent publisher & artist with a 22-year career across fashion, lifestyle, travel, food & culture.

A pioneer in blogging & social media, she started one of India's first luxury & lifestyle blogs. **SELECTED CLIENTS:**



Sotheby's



Google

Cartier

Pernod Ricard

Since moving to Adelaide in 2024 she has worked with:



AGSA



Design Institute of Australia

PUIG

ADELAIDE
FRINGE

Naina's work covers destinations, fashion weeks, art events & portraits, and combines photography, long-form writing & an art practice.

She hosts The Naina Experience Podcast. She also paints, & her wearable art brooches were acquired by the Art Gallery of South Australia for its gallery shop.

SOCIAL REACH

Instagram (3 Months)

Followers: 125K

Engagement Rate: 2.3%

Top Countries: Brazil 33%, India 28%,
Australia 3%, Malaysia 2%

Primary Age Range: 35-44 years

EDITORIAL WEB REACH

Blog (3 Months)

Monthly Pageviews: 15,000

Engagement Rate: 72%

Top Countries: Vietnam 21%, India 20%,
USA 14%, Australia 8%

Adelaide Audience: 6.19 Pageviews Per User
with a 94.11% Engagement Rate

(Click the links at the bottom of this page to explore more.)

INDICATIVE PRICING

Instagram Reel	from AUD 600	45 sec, tiered by client size & usage
Photography	AUD 1,000	1 hr + 10 images, usage varies
Blog Feature	AUD 1,000	1,000 words + 10 images
Podcast	AUD 100 - 1,000	3 tiers, 5 slots / month
Publisher Package From	AUD 3,500	reel + photography + editorial + podcast