

Naina.co

INDEPENDENT PUBLISHER
PHOTOGRAPHER & ARTIST

ESTABLISHED IN 2004



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 2004-2024:



Sotheby's



Cartier



Pernod Ricard

Since moving to Adelaide in 2024 she has worked with:



AGSA



Design Institute of Australia

ADELAIDE
FRINGE

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

She hosts The Naina Experience Podcast & the EyesForAdelaide Photography Experiences. 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

INDICATIVE PRICING

Instagram Reel	from AUD 600
Photography	from AUD 500
Blog Feature	from AUD 500
Podcast	AUD 100 - 1,000
Publisher Package	From AUD 3,500

45 sec, tiered by client size & usage
30 mins + 5 images, usage varies
300 words + 3 images
3 tiers, 5 slots / month
reel + photography + editorial + podcast