

SHOW ME THE MONEY

Small-time influencers are happy to post in exchange for free products—but the bigger the reach, the higher the cost.

\$500K

Reported price for Selena Gomez to publish a picture of her sipping Coca-Cola on her socials.

\$300K-\$1M

Rate for a Kim Kardashian post, according to a 2019 lawsuit she filed against a fashion brand that used her image.

\$1M+

Cost of getting an endorsement from Dwayne “The Rock” Johnson, the highest-paid celebrity influencer in 2020.

\$10M

How much the highest-paid YouTubers made in 2019 (half were gamers).