

PARIS HILTON



Paris is a **Multi-Faceted** Icon

From the stage to the boardroom to Capitol Hill, Paris' influence is undeniable—garnering **140K+ media mentions** in '24

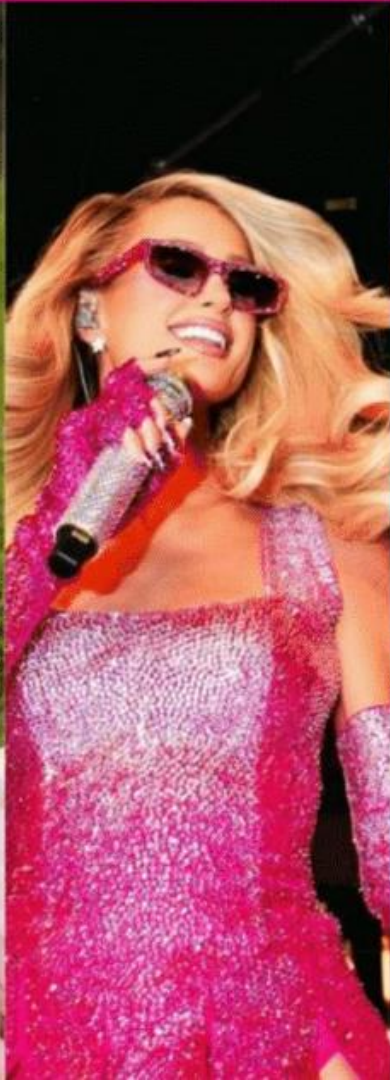
Entrepreneur



Mom



Singer



DJ



Model



TV Star



Activist



2024 BY THE NUMBERS

\$3.3B+

Earned Media Value

75M+

Social Media Followers
TikTok followers up **22% YoY**

1.4B+

Annual Video Views

8.2B+

Annual Social Impressions

With More Influence Than Ever



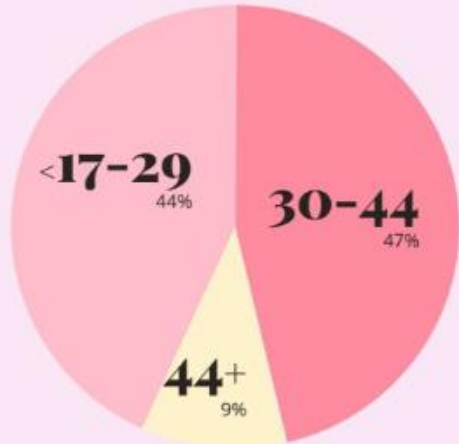
PARIS

...reaches a diverse and global audience. **89% of 15-55 year-olds know who Paris Hilton is.**

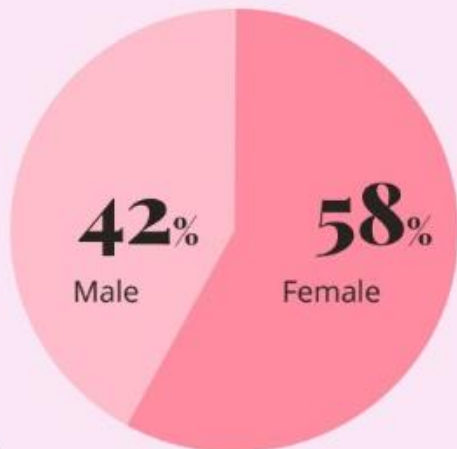
"...we're all always thinking about Paris Hilton: she is a cultural phenomenon, a piece of knowledge that exists, always, in the back of our minds, whether we're conscious of it or not. She's never not relevant."

- SARAH MILLER
ELLE MAGAZINE

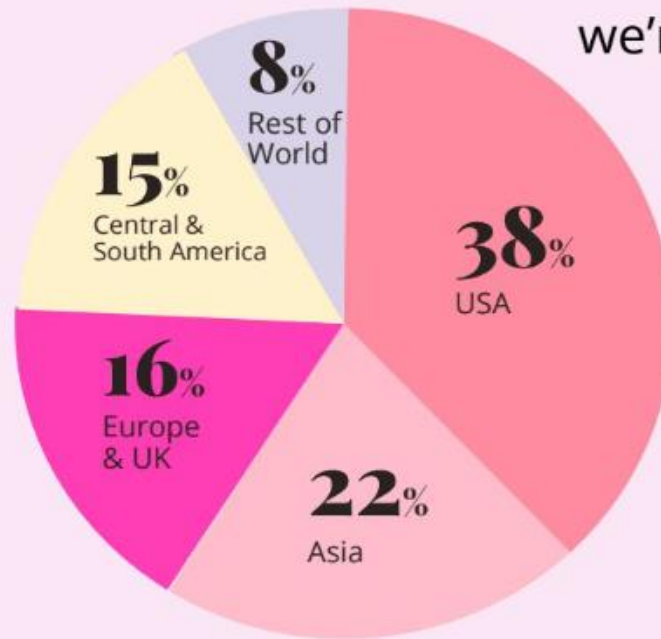
Age



Gender



Geography



Pop Culture Icon ♦ Influencer ♦ Musician ♦
Entrepreneur ♦ Activist ♦ DJ ♦ Reality TV
Star ♦ Founder ♦ Investor & Thought
Leader ♦ Queen of the Metaverse



Success Across Diverse Categories

Paris is consistently breaking records with her partners – selling out products upon release and driving an average of **\$3.5B** in earned media annually.



Sliving Ahead: Upcoming moments with 11:11 Media

We're showing up at the world's biggest stages and producing impactful experiences at the heart of pop-culture.



Women's Month
March 2025



Coachella
April 2025



Mother's Day
May 2025



**Mental Health
Awareness Month**
May 2025



Beauty Launch
May 2025



Pride (WeHo + DC)
June 2025



Cannes Lions
June 2025



World Tour
June 2025



Music Doc Premiere
June 2025



F1 GP UK
July 2025



**ADHD Awareness
Month**
October 2025



F1 GP Vegas
November 2025



Holidays
December 2025



Super Bowl
February 2026