# What does Andrea Fabrić's statement say about covert advertising in influencers' content?

We have already written about how there are a lot of covert advertisements among influencer’s posts, and to re-address this topic, we were cited by an article published recently on the portal  [RTL.HR](https://www.rtl.hr/tabloid/zvijezde/domace-zvijezde/3949310/impresivan-iznos-domaca-influencerica-otkrila-koliko-je-zaradila-u-studenom/).

The article says that the famous Croatian influencer **Andrea** Fabrić boasted on TikTok that she earned over 18,000 HRK in November, and another 51,000 HRK should arrive after remuneration. In this announcement she also gave a clarification and wrote that an influencer with 10,000 followers can charge 100 EUR for a post about a product, and about 150 EUR for a post and a story. She also cited data for post prices for influencers with a larger number of followers, and for the purposes of this text, we will single out only information for influencerswith 150 to 200 thousand followers. They, Fabric argues, can ask for 6,000 to 8,000 HRK per publication.

It should be noted that these prices apply to Croatia , and in the world they are even higher. An example of this is  **a statement by Jeffree**  **Star,** which we mentioned in the article entitled "Advertisers who covertly advertise in influencer’s content, use the naivete of children".

That all those who need advertising for a product or service are increasingly aware of the impact of advertising through influencers and that they are increasingly using it is also evident from articles like this one on the blog [RENTLIO](https://rentl.io/blog/trebate-li-platiti-instagram-influenceru-da-promovira-vas-smjestaj-ili-je-to-prijevara). In their article, they give advice on what kind *of influencers* to choose to propagate travel and services in tourism. There are also mentions of "small guidelines" to be given to influencers. This can only mean that the influencers' opinion of a product, mentioned in the post, can be in line with the wishes of whoever orders the advertisement. This article, published in April 2020, also states that by the end of 2022 the value of this type of marketing, i.e. through social media influencers, will be as much as $15 billion, and by the end of 2020 it 'll be worth $6 billion.

Keep in mind this information mentioned above when you read the posts of your favorite influencers and think carefully about the goal of their posts by drawing attention to a product and directing your consumer habits. To encourage you even more to think about the problem of covert advertising in influencer content, we also recommend you read the text of the **Deutsche Welle** portal [titled  ["INFLUENCERS" – SOCIAL NETWORK PROSTITUTES?”](https://www.dw.com/hr/influenceri-prostitutke-dru%C5%A1tvenih-mre%C5%BEa/a-37231501). "](https://www.dw.com/hr/influenceri-prostitutke-dru%C5%A1tvenih-mre%C5%BEa/a-37231501) /**Lorena**  **Benčak**,8.b; photos downloaded from internet /