

## Instagram Rich List 2020: Dwayne ‘The Rock’ Johnson knocks Kylie Jenner off top spot to earn \$1 million per post

*The world’s leading Instagram scheduling tool has released its annual Instagram Rich List, based on internal and publicly available data. The scheduling tool has revealed the highest earning celebrities and influencers on the social media platform, as well as industry specific stars, such as sporting athletes, fitness, beauty and lifestyle influencers. Dwayne ‘The Rock’ Johnson takes the top spot this year for the first time, as his earnings on the platform increased by 15% since 2019. The actor is followed by Kylie Jenner whose earnings dropped by 22% in 2020, after she topped the list for the last two years. It’s the first time in the List’s four year history that a Kardashian or Jenner hasn’t dominated, and that cost per post has contracted, even among the highest earners, as a result of the pandemic.*

The world’s leading Instagram scheduling tool has announced that Dwayne ‘The Rock’ Johnson tops the 2020 Instagram Rich List for celebrities, athletes, influencers and other professionals.

Now in its fourth year, the annual list has become a barometer of Instagram influence. The list is based on how much each user can charge for a single Instagram post, which in some celebrity cases can be as high as \$1 million.

[HopperHQ.com](https://hopperhq.com), analysed internal and publicly available data to reveal a list of the highest paid celebrities and influencers on Instagram. The data considers factors such as average engagement, how often they post, industry variables and number of followers.

Dwayne ‘The Rock’ Johnson has placed number one on the list for the first time this year, earning more than \$1 million per post on average, dethroning Kylie Jenner who has previously topped the list for the last two years. It’s the first time in the Rich List’s history that a Kardashian or Jenner hasn’t come out on top.

Since last year, the actor’s estimated cost for an Instagram post has risen 15% from \$882,000 million per post, moving him up the list by six places. Following the controversy regarding her billionaire status earlier this year, Kylie Jenner saw her earnings drop by 22% to \$986,000 per post.

The top 10 in the 2020 Celebrity Instagram Rich List are:

*(Celebrity, number of followers and estimated cost per post)*

1. Dwayne Johnson – 187 million followers - \$1,015,000 per post
2. Kylie Jenner – 182 million followers - \$986,000 per post

3. Cristiano Ronaldo – 225 million followers – \$889,000 per post
4. Kim Kardashian – 176 million followers - \$858,000 per post
5. Ariana Grande – 191 million followers - \$853,000 per post
6. Selena Gomez – 180 million followers – \$848,000 per post
7. Beyoncé Knowles – 149 million followers - \$770,000 per post
8. Justin Bieber – 139 million followers – \$747,000 per post
9. Taylor Swift – 135 million followers - \$722,000 per post
10. Neymar da Silva Santos Junior – 139 million followers - \$704,000 per post

To view the full Rich List which includes, but isn't limited to, celebrities, influencers, athletes, and models click here: <https://www.hopperhq.com/blog/instagram-rich-list/>

The four years' worth of data shows that the amount social media influencers can charge per post is ever increasing, as in previous years no influencer would earn more than \$50,000 per post. Topping the list for a second year in a row is YouTube star Elenora Pons who can charge over \$100,000 per post, closely followed by beauty guru Huda Kattan. For the first time ever, TikTok stars have also made the list.

The top 5 in the 2020 Influencer Instagram Rich List are:

1. Elenora Pons – 41.1 million followers - \$142,800 per post
2. Huda Kattan – 45 million followers - \$91,800 per post
3. Sommer Ray – 24.8 million followers - \$86,400 per post
4. Zach King – 23.3 million followers - \$81,100 per post
5. Cameron Dallas – 21.5 million followers - \$74,900 per post

This is the fourth year of the Instagram Rich List, and for the first time in the List's history there's been a drop in fees for influencers on the platform, even among the highest earners, as marketers and brands have reduced influencer budgets due to the Coronavirus pandemic.

Mike Bandar, co-founder of HopperHQ.com said,

“Every year when we do the Hopper HQ Rich List we are astounded by the earning power celebrities and influencers have on Instagram alone. Since starting the list four years ago social media marketing spend has only increased, and with that the money celebrities make has dramatically risen. However, as people across the globe have been impacted by the Coronavirus pandemic, it is no surprise that is the first year we’ve seen a contraction in what celebrities and influencers in all areas can charge per post.

“Dwayne ‘The Rock’ Johnson has had an incredible year as he continues to dominate Hollywood with blockbuster hits, including Fast & Furious and the second Jumanji film, and engaging content on his platforms. It was particularly interesting to see the star rise in Instagram fame this year as he moved up 6 places in the list and overtook reigning champion Kylie Jenner. However, following the controversy regarding the businesswomen's billionaire status in recent months it was no surprise to see her earnings, and consequently her rankings, drop as a result.”

ENDS

About Hopper HQ:

Hopper HQ, the visual social media scheduling tool enables thousands of brands, agencies and individuals across the world to better manage their social media presence. Hopper HQ started as a [Instagram scheduling tool](#) within the UK based start-up studio Turn Partners. In 2015 Hopper HQ added support for additional social media channels and was spun out as an independent company with its own mission - to help people, companies and brands market and engage better with their followers.

Hopper HQ is a social media planning, scheduling and analytics tool for Instagram, Facebook, Twitter and LinkedIn.

It enables brands, agencies and individuals to better manage their social media presence. Utilising powerful planning and scheduling, advanced editing and drafting tools users save time while better planning posts, producing a consistent presence across Instagram, Facebook, Twitter and LinkedIn.

For more information: