

Influencer Media Kit Template

[YOUR NAME / HANDLE]

Lifestyle Influencer & Content Creator

(Location) [Your Location]

(Email) [your.email@example.com]

(Website) [website or blog link]

(Social) [Instagram handle] | [TikTok handle] | [YouTube link]

About Me

Hi, I'm [Your Name], a [your niche, e.g., lifestyle, travel, tech, beauty] influencer passionate about creating authentic and inspiring content that connects with my audience.

I focus on [what your content delivers: e.g., empowering people to explore the world on a budget / showcasing the latest beauty trends / simplifying tech for everyday users].

My audience trusts me for [unique value: honest reviews, aspirational content, relatable tips], making me a strong partner for brands looking to engage a [describe your audience: engaged, loyal, trend-aware] demographic.

Audience Insights

Followers:

- Instagram: [xx,xxx]
- TikTok: [xx,xxx]
- YouTube: [xx,xxx]
- Blog / Website: [xx,xxx monthly visitors]

Demographics:

- Gender: xx% female / xx% male
- Age: xx% (1824), xx% (2534), xx% (35+)
- Top Locations: [City/State or Countries]

Engagement:

- Instagram: [X.X%]
- TikTok: [X.X%]
- YouTube: [X.X% avg. views per video]

Services Offered

I offer a variety of customizable collaboration opportunities to help brands connect with my audience in an authentic way:

- Sponsored posts & stories
- Product reviews & unboxings
- Giveaways & contests
- Event appearances
- Blog posts & long-form reviews
- Brand ambassadorships & long-term campaigns

Past Collaborations

I've partnered with brands including:

- [Brand Name] [Short description of campaign or deliverables]
- [Brand Name] [Short description of campaign or deliverables]
- [Brand Name] [Short description of campaign or deliverables]

Testimonial:

"Working with [Your Name] was seamless and effective. The campaign exceeded expectations in engagement and reach." [Brand Rep Name, Company]

Contact

Lets work together!

(Email) [your.email@example.com]

(Social) [linktr.ee / social media links]

(Website) [website URL]

Notes

- Stats are current as of [Month Year]
- Custom campaign packages available upon request
- Media kit updated quarterly