

the making of a 'media kit'....

What is a media kit?

A media kit is a document, usually in PDF form, that you can attach to your emails when contacting brands. These PDF file's will be hyper visual, spread out, and easy to read - and will include all of your important stats, facts, and general information a brand may want to know before taking you on for a collab. Media kits are super popular with brands, as it means they can find out all about you in a quick, easy to read and visual way.

Some things you may include in your media kit could be; an 'about me' (bio) section, hey stats such as; follower count, engagement rate, average likes and comments; your top performing posts; your demographics (age, gender, location), your audience's demographics, your niches, dress size (if contacting clothing companies), upload schedule; and more! There are no direct rules for media kits, it is up to you to decide which stats and facts are most important and relevant to you and the brands you want to work with!

A media kit is essentially like an 'instagram CV' - and just like your regular CV, don't be scared to tweak and adapt your media kits fro different brands and what they're most likely going to want to know about you!

In this document we will provide you some good examples of media kits - and help you to make your own!

FULL NAME

USERNAME

FOLLOWERS

ENGAGEMENT RATE

what you'll need:

On this page we'll go over the information you'll have to gather before making your media kit. Feel free to print this page out and write it down if you would prefer to do it that way!

STATS:

- Follower Count
- Engagement Rate
- Average Likes
- Average Comments
- Average Story Views
- Weekly Reach

ANSWER THE FOLLOWING QUESTIONS IN 2-3 SENTENCES:

1

Short bio

Your name, age, location, industry and niche + any other important information you want brands to know about you

2

Previous experience

What brands have you worked with before? What projects have you worked on? Have you tried their brand before?

3

Audience demographics

Age, Gender, Location (found in your insights)

4

Rates and Types of collaboration you are open too

Paid? unpaid? Gifted? Find out more about different types in the Ultimate Instagram Influencer Guide! Include your going rate for a post or different types of posts (if you have one, and are not open to working on gifted or discounted collaborations)

5

Other Social Media Platforms

Do you have a Youtube? Twitter? Blog? 21 Buttons? Pinterest?

Once you have this information, you just need to arrange it in a way that looks good to you and suits your niche and aesthetic! We have created a few examples for you to take inspiration from (below)! Media Kits can be landscape or portrait and can be 1-2 pages!



ANA VIELLA

PHOTOGRAPHER & BLOGGER



Dedicated Instagram Influencer and lifestyle blogger with 3+ years' working on collaborations and projects with a variety of different brands. . Competent in capturing and displaying high quality images with confidence and professionalism at all times. Conversant with different types of photography including fashion, beauty, travel and lifestyle

BRANDS I'VE WORKED WITH:



LOUNGE

AUDIENCE:



78% women
22% men



18-36 years
old



39.5% UK
25.6% USA
17.2% Canada



/ANAVIELLA



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/ANAVIELLA



/ANAVIELLA

60K INSTAGRAM FOLLOWERS

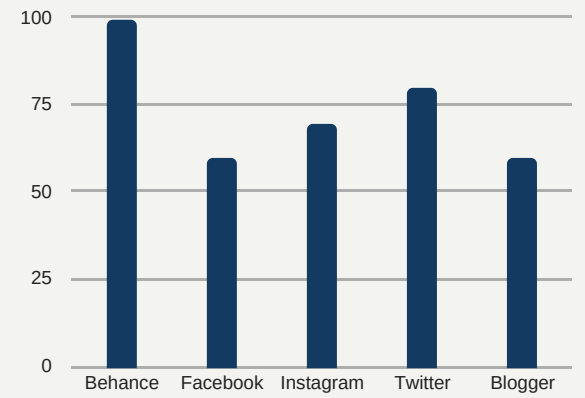
4.5 ENGAGEMENT RATE

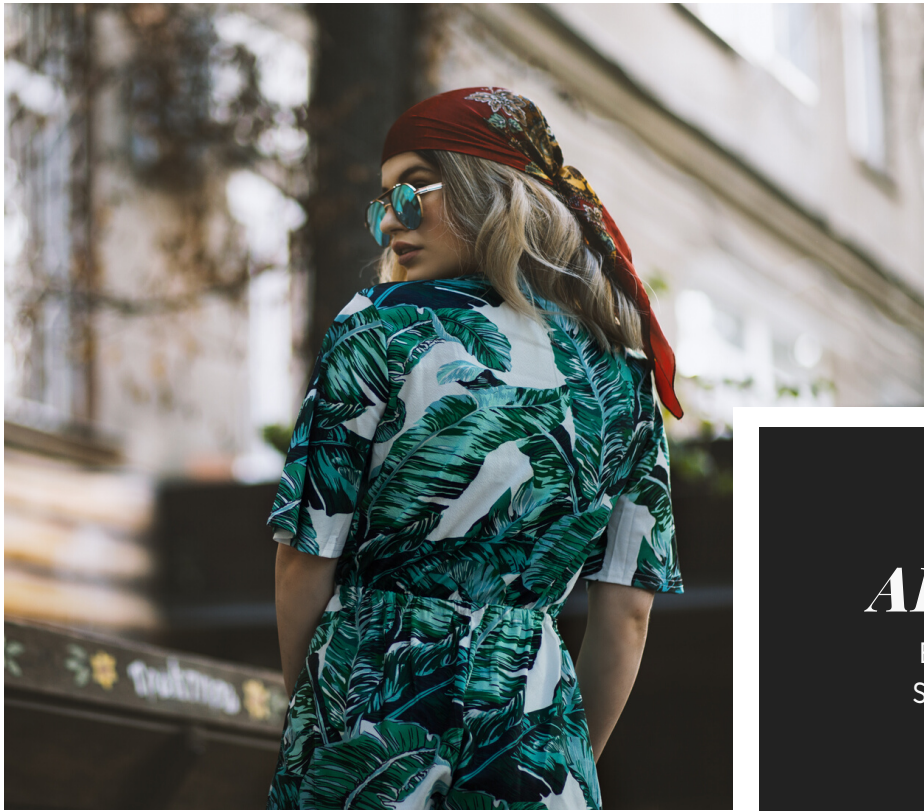
60K INSTAGRAM FOLLOWERS

3000 AVERAGE LIKES

2400 AVERAGE COMMENTS

FOLLOWERS ACROSS PLATFORMS TO THE NEAREST 1,000





FASHION | BEAUTY | STYLE

ELENA STUART

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ABOUT

ELENA
STUART

A HIGHLY MOTIVATED BEAUTY,
FASHION AND STYLE INFLUENCER
WITH EXPERIENCE WORKING WITH TOP
BRANDS AND CREATING HIGH QUALITY
IMAGES FOR COLLABORATIONS AND
PROJECTS



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75k

INSTAGRAM
FOLLOWERS

5.5

ENGAGEMENT RATE

73%

FEMALE

18-26

YEARS OLD



LONDON
BIRMINGHAM
MANCHESTER



SASHA BRADSHAW

Blogger is a blog-publishing service that allows multi-user blogs with time-stamped entries. It was developed by Pyra Labs, which was bought by Google in 2003. Generally, the blogs are hosted by Google at a subdomain of.blogspot.com.

STATISTICS

10K

Instagram
followers

4.6

Engagement
Rate

30K

Weekly
Views

SOCIAL MEDIA FOLLOWING



10 K



5 K



5 K



10 K

CONTACT ME

04.17.28.51.86
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S.bradshaw@hotmail.com

RATES

£60

feed post

£40

story post

£90

Permanent
story post

£?

Something
else? Just ask!

like our examples?

we made them all, and we can make one for you too!!

SIMPLY **SUBSCRIBE** TO OUR STANDARD OR PREMIUM MEMBERSHIPS AND FILL IN THE FORM ON YOUR MEMBERS' PAGE TO GET YOUR INCLUDED MEDIA KIT

OR **BUY A MEDIA KIT INDIVIDUALLY** ON OUR SHOP FOR £5! HEAD TO WWW.HOLLERINFLUENCERS.COM/SHOP

ALL MEDIA KITS ARE **TAILORED SPECIFICALLY TO YOU**, AND YOUR PROFILE, THEME AND NICHE - IT WON'T LOOK LIKE ANYONE ELSE'S!
IF YOU DON'T LIKE ANYTHING ABOUT IT - WE'LL CHANGE IT!