

MEDIA KIT CHECKLIST

INTRO / ABOUT ME

- Name
- Title (Ex: influencer)
- Location
- Your content focus

INSIGHTS

- Follower count
- Impressions/Reach
- Average likes
- Average comments
- Average story views
- Optional: Up-to-date screenshots

DEMOGRAPHICS

- Top age range and percentage
- Gender ratio
- Top three cities

OPTIONAL: RELEVANT PLATFORMS

- Blog
- Youtube
- Pinterest
- TikTok

PAST COLLABORATIONS/ PARTNERSHIPS

- Dedicated page
- List names, or
- List brand logos

LINKS

- Instagram
- Email
- Website
- Relevant platforms, if listed

PHOTOS

- Cover page, or
- Scattered throughout