A media kit that answers what brands actually ask

Brands do not need your follower count. They need to know whether your audience is the one they are buying, and whether you have done this before.

GUIDE · 2026-11-03 · 7 MIN READ

Most media kits are a follower count, a screenshot of an analytics graph and a list of logos. They answer the question the creator is proud of, not the question the brand is asking.

A brand's decision is not "is this person big". It is "is this person's audience the one I am trying to reach, and can they deliver". Those are different questions and they need different evidence.

What a brand is actually deciding

Fit. Is the audience the buyer? A 40,000-follower account with the wrong geography is worth less than a 4,000-follower account with the right one.

Proof. Has this creator done a brand deal before, and what happened? One concrete result beats any engagement percentage.

Risk. Will the content arrive on time, in the agreed format, without three rounds of revision?

Cost against alternatives. What does this cost per view or per engagement compared with the other options on the brand's list?

Your kit needs to make those four decisions easy. Most kits make none of them easy.

The one-page structure

Who you are, in one line, with the audience named. Not "lifestyle creator". "Strength training content for women 25 to 40 in the US, mostly Florida and Texas." The specificity is the product.

The numbers, with a date. Followers, average views, engagement rate, audience split by geography and age. Every number carries the date it was taken, because an undated number is a claim rather than a fact.

Three pieces of proof. Past partnerships, each with what you made, what happened and a link. "Video for a supplement brand, 210,000 views, 4.1% engagement, code used 380 times." That single line is worth more than the rest of the kit.

What you offer, and what it costs. Formats, deliverables, turnaround, revision limit. Rates listed or "from" rates listed. A kit with no prices generates an email thread instead of a booking.

What is not included. Paid usage, exclusivity, whitelisting and raw files are separate. Say so in the kit. It saves the awkward conversation later and it signals that you have done this before.

The three mistakes

Leading with follower count. Every kit does this, so it distinguishes nothing. Lead with the audience and the fit.

Undated analytics. A screenshot from eight months ago is worse than no screenshot, because it invites the brand to assume you are hiding a decline.

No rates. "DM for rates" reads as "the price depends on how much I think you can afford", which makes professional buyers uncomfortable and attracts the ones who will haggle hardest.

Keeping it current

A media kit is a living document with a staleness problem. Put a "last updated" date on it, refresh the numbers monthly, and refresh the proof section every time a campaign finishes.

If refreshing takes more than fifteen minutes, it will not happen, and you will be sending a kit that undersells you for a year.

> *The kit is not a brochure. It is the answer to four questions a buyer has before they will reply, and the best kit answers all four in under a minute.*