

Drop your best
pet photo here

MEDIA KIT • 2026

[Your Pet's Name]

[@yourhandle] • [niche, e.g. "adventure dachshund"]

Presented by [your name] • [city / region]

About

Two or three sentences: who your pet is, what you post, and what makes your account special.

The Numbers

Fill in the platforms you're on. Leave blanks empty — brands value engagement over raw follower count.

Platform	Followers	Avg. views / reach	Engagement rate
Instagram			
TikTok			
YouTube			
Other			

Not sure of your engagement rate? Calculate it free at playbook.nicole-nora.com → Rate Calculator.

Audience

Top age range

Gender split

Top locations

Audience vibe

What I Create

List your content types and drop 2–3 links to your best-performing posts.

Content types

Best-post links

Past Partners & Collaborations

Brands you've worked with or been gifted by. New? List brands you genuinely use — authenticity counts.

Services & Rates

Your rate card. Fill in the prices that fit your audience size — and delete rows you don't offer.

Deliverable	Rate (USD)
Instagram Reel (1 video)	
TikTok video (1)	
Instagram Stories (3-frame set)	
Feed post / carousel	
UGC video (brand-owned, no posting)	
Bundle / monthly retainer	

Add-ons to price separately: usage / ad rights, exclusivity, rush delivery.

Why Partner With Us

One or two lines on the value you bring — or a short testimonial from a past brand.

Let's Work Together

Email

Handle

Website / link-in-bio