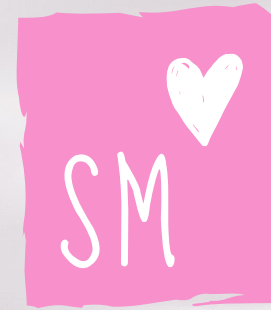


MEDIA KIT 2021



Sushmita Malakar

CONTENT CREATOR | LIFESTYLE BLOGGER | SOCIAL MEDIA INFLUENCER

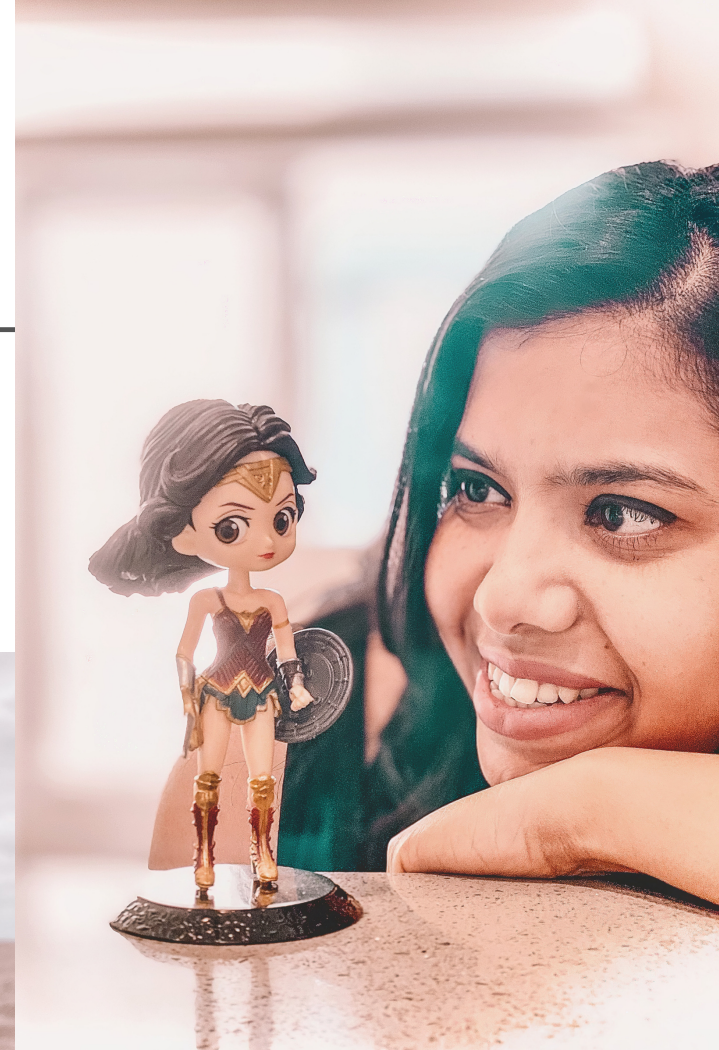
# ABOUT SUSHMITA

I am a lifestyle blogger, who loves to talk about everything under the sun, while sipping her bourbon on the rocks. For brighter days, wine is my perfect companion. A writer by day and a reader by night, I have been creating content around travel, drinks, mental well-being and luxurious getaways for close to 10 years now. I believe in honest and positive content, which goes a long way in connecting with people and making the right impact.

Read more about me [here](#).

## AVAILABLE FOR

Sponsored Blogpost  
Social Media Collaboration  
Event Coverage  
Product Review



## CONTACT

hello@sushmitamalakar.com  
+1 (737) 216 2820  
Based in Austin, Texas



# SOCIAL + AUDIENCE



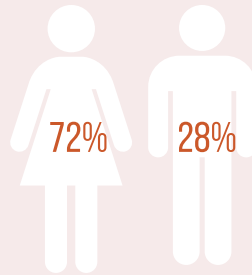
WWW.SUSHMITAMALAKAR.COM

13K+

monthly hit

1100+ monthly new users

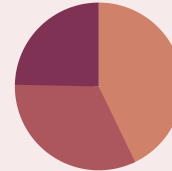
DA: 48  
Alexa: 64,375



18-24 years  
24.7%

35-44 years  
32.5%

24-35 years  
42.9%



USA/CN  
43%



INDIA  
14%



## MORE ON SOCIAL...

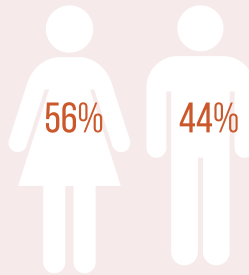


@SUSHMITAMALAKAR

16.9K  
followers

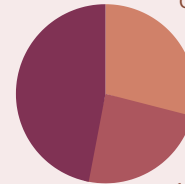
1.9% engagement rate

Impressions: 78K+  
Story Views: 250+  
Story CTR: 5%



25-34 years  
47%

Others  
29%



18-24 years  
24%



USA/CN  
31%



INDIA  
28%

@SUSHMITAMALAKAR

650  
followers

8K+ monthly tweet impressions



@SUSHMITAMALAKARMYWORLD

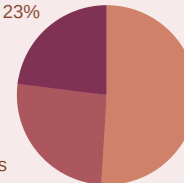
7K+ monthly post reach

1.2K+ likes



25-34 years  
26%

Others  
23%



18-24 years  
51%



USA/CN  
43%



INDIA  
33%



@SMALAKAR

110  
followers

330K monthly impressions



all figures till February 7, 2021  
data of last 30 days.

Source: Google Analytics

Source: Instagram Insights

Source: Facebook Insights

# PAST COLLABORATIONS

EMPRESS  
1908

PRESS®  
PREMIUM ALCOHOL SELTZER

GoDaddy™ RUSSELL BRUNSON

adidas®

ATHLETA

SPROUTS  
FARMERS MARKET

GHOSTBED

Abbott

THE  
BODY  
SHOP®

BOXY  
CHARM  
♥

COOLA®

Vaseline®

Incomm®

zenWTR™

MAKE IT  
Classy

SQUAREMEAL

DesignBUNDLES.NET

FontBUNDLES.NET

TATA  
TATA MOTORS

HONDA

WFP  
World Food  
Program USA

World Vision



A woman with dark hair, wearing a light pink short-sleeved dress with a floral pattern and light-colored heels, stands on a dark, rocky cliff edge. She is looking back over her shoulder towards the camera with a smile. The background features a deep blue-green sea, a small dark rock formation in the water, and a steep, reddish-brown cliffside with white buildings perched on top. The sky is a pale, hazy blue.

LET'S WORK TOGETHER

[WWW.SUSHMITAMALAKAR.COM](http://WWW.SUSHMITAMALAKAR.COM) | [HELLO@SUSHMITAMALAKAR.COM](mailto:HELLO@SUSHMITAMALAKAR.COM)