



SKINFUL STORY MEDIA KIT

BEAUTY AND LIFESTYLE BLOG

INSTAGRAM.COM/SKINFULSTORY
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SKINFUL STORY BLOG



ALL ABOUT THE BLOG

Established in 2017 and has been growing ever since, Skinfulstory is a beauty, and skincare blog developed by Maham Lodhi. Her content revolves around makeup and skincare trends, with a leaning towards sustainable, clean beauty.



SERVICES OFFERED

- Custom Hashtags
- Social Media Promotion
- Sponsored Posts
- Product Reviews
- Contests and Giveaways
- Affiliate Advertising
- Representation at Events
- Brand Ambassadorships
- Freelance Writing

METRICS & ANALYTICS

- Instagram: 2200+ Followers
- Weekly Impressions: 7700+
- Weekly Reach: 2000+
- Average Likes: 200+
- Average comments: 45+
- Average Engagement: 12%
- Organic content: 100%
- Sponsored posts: 0%



ABOUT MAHAM

Growing up in South Asia, beauty for me meant pestle and mortar remedies. When I came to America, stepping into a store was overwhelming, I had no idea where to start.

I started this blog two years ago as a way to share my journey of discovery of all things beauty. It is an outlet for me to share honest and detailed product reviews, makeup looks, and to talk about brands and products I love.



DEMOGRAPHICS

- Age Range: 18-44
- Female to Male Ratio: 73:27
- Locations: USA, Canada, UK, Australia, Pakistan

