

Your name or account name

@handle · platforms

What the account is about, in one or two lines

Reach

median for _____

Followers	Reel views	Story views	Post views

Audience

Men / women	
18-24	
25-34	
35-44	
Top cities and countries	

Sponsored formats

Sponsored reel	
Story set	
Feed post	
UGC for the brand	
Topics I don't promote	

Best posts

Topic	Views	Link

Past work

Brand	What we made	Result

Contact for brand deals

Email	
Other	

Filled-in example

The account and numbers are made up. The example comes from the guide on creator media kits.

Sam Reed, home workouts

Short home workouts with no equipment, warm-ups for people who work at a desk, and answers to questions about form.

Platforms
Instagram 14,200 followers, YouTube 3,100 subscribers.

Views, median for September to October 2026
Instagram reels 9,000, stories 2,500, YouTube Shorts 4,100.

Audience
56% men and 44% women, 25-34: 48%, 18-24: 27%. UK, US, Canada.

Best posts
Three-minute desk warm-up: 64,000 views. Back workout without a pull-up bar: 38,000.

Formats
Sponsored reel, story set, UGC. No gambling or supplements without proof.

Past work
Sports store: promo code for a yoga mat, 140 uses in a week.

How to fill it in

1. Use the median views for the last 1-2 months, not your best post, and write the period next to it.
2. Take gender, age and cities from the platform's stats for the last 30 days.
3. Pick best posts on topics close to the brand.
4. Add a rate or write “on request” and send a rate card separately.
5. Update the numbers once a month. Keep dated screenshots of your stats at hand.

Fill it in with any PDF editor (on a Mac, Preview: Tools > Annotate > Text) or print it.