

# MEDIA KIT

CREATOR,  
MODEL,  
SPEAKER



# JOY BLENNMAN



# About Me

Hey, I'm Joy, a Toronto-based writer and content creator. Growing up with alopecia, I struggled with self-worth and identity issues. That's why I started Joyful Beauty — a digital space where I share beauty, self-love, and lifestyle content.

My mission is to help others rediscover their unique beauty because what's more beautiful than becoming more you?



**2.7 K**

FOLLOWERS



**7%**

ENGAGEMENT RATE



**86%**

WOMEN



**1.72+**

SUBSCRIBERS



**78 K**

CHANNEL VIEWS

## As Seen On



ESSENCE



ELLE

# Instagram Demographics

My Instagram audience is composed primarily of women ages 25-34 (51.2%), and 35-44 (19.5%). They live mainly in Canada (37%), America (33%) and the United Kingdom (8.5%). However, I've connected with audiences around the globe, including followers from Australia, India, and Nigeria.

## Audience Interests and Shopping Patterns

My audience loves fashion, self-care, and lifestyle content. They are generally the primary decision-makers in their households, and enjoy buying skincare, home goods, athleisure, clothing, makeup, and books. My community cares about buying from brands that align with their values and prefers buying from ethical, eco-friendly, and socially-responsible companies.

Several of my followers have alopecia and are interested in hair products that can help them look like themselves again, including wigs, hair toppers, hair care products, extensions, false lashes, and brow products.



# @JOYFUL BEAUTY

BEAUTY. SELF-LOVE.  
LIFESTYLE

## MY PLATFORMS

[Instagram](#)

[YouTube](#)

[Website](#)

[Press Clippings](#)

## SERVICES

Sponsored Reel/TikTok/Short

Sponsored YouTube Video

Product Photography

Static Instagram Post

Instagram Story

Modelling

Speaking

Engagement/Workshop



**Enquires:** [info@joyfulbeauty.ca](mailto:info@joyfulbeauty.ca)