

MEDIA KIT



CREATOR,
WRITER,
MODEL

JOY BLENNMAN



About Me

Hello, I'm Joy Blenman. I am a Toronto-based writer and content creator. As someone who has alopecia, I struggled with self-worth and identity issues growing up. 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



1.7 K
SUBSCRIBERS



100 K
CHANNEL
VIEWS

As Seen On





Instagram Demographics

My Instagram audience is composed primarily of Millennial and Gen X women who live in North America. However, I've connected with audiences around the globe, including followers from Australia and Nigeria.

My followers are generally the primary decision-makers in their household. They enjoy buying makeup, skincare, haircare, athliesure, every day luxury clothing, and books. Moreover, they have a preference for companies that are eco-friendly, and socially responsible.

Like me, several of my followers have alopecia and are interested in products that can help them with their hair loss including: wigs, hair toppers, extensions, false lashes, and brow products.



62.6%

WOMEN AGE
25-34



37%

CANADIAN



33%

AMERICAN



6K+

WEEKLY REACH

Previous Collabs

bend
BEAUTY

TLB™
THE LIP BAR

THE
WIG FIX
THE RENATURAL

MERIT

goodfood

VELOUR

@JOYFUL BEAUTY

BEAUTY. SELF-LOVE.
LIFESTYLE

MY PLATFORMS

[Instagram](#)

[YouTube](#)

[Blog](#)

SERVICES

Sponsored Reel/TikTok/Short

Sponsored YouTube Video

Product photography

Static Instagram Post

Instagram Story

Modelling

Speaking Engagements

