

MEDIA KIT · 2026

# TAIYABA SOHAIL

BEAUTY · SKINCARE · LIFESTYLE · TRAVEL

UGC & CONTENT CREATOR

DUBAI · LONDON

## AVAILABLE FOR

- Brand partnerships & sponsored content
- UGC licensed for your own channels
- Paid usage, whitelisting & exclusivity
- Monthly retainers



## THE CREATOR

I make beauty and skincare content that reads as a genuine recommendation rather than an advertisement — the reason my videos consistently travel far beyond my own following.

In the last 60 days, 98% of my views came from people who don't yet follow me. For a partner, that is reach into a genuinely new audience rather than a second impression on the same one.

**172.2K**

TIKTOK

**15.6K**

INSTAGRAM

**6.1M**

TOTAL LIKES

**19.1M**

VIEWS · 60 DAYS

**7.4M**

UNIQUE VIEWERS

**98%**

NON-FOLLOWER REACH

MEDIA KIT · BEAUTY, SKINCARE & LIFESTYLE

[taiyabasohail02x@gmail.com](mailto:taiyabasohail02x@gmail.com)

TIKTOK @TAIYABAAJMAL

INSTAGRAM @TAIYABAXAJMAL

# RATES

## RATE CARD

2026 · All figures exclude VAT where applicable.

|                                      | GBP  | USD     |
|--------------------------------------|------|---------|
| POSTED TO MY CHANNELS                |      |         |
| Integrated TikTok / Instagram Reel   | £400 | \$540   |
| Dedicated TikTok / Instagram Reel    | £900 | \$1,215 |
| Instagram Reel crossposted to TikTok | £500 | \$675   |
| Additional platform crosspost        | £250 | \$340   |

### UGC — LICENSED TO THE BRAND

|                                    |      |       |
|------------------------------------|------|-------|
| Single UGC video, up to 30 seconds | £250 | \$340 |
| UGC bundle — three videos          | £650 | \$880 |
| UGC photo set — ten edited images  | £200 | \$270 |

Delivered for your own channels and paid media. Not posted to mine.

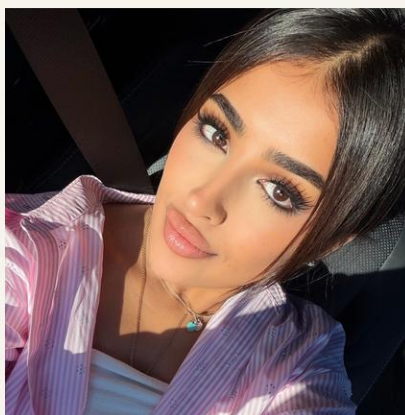
### CAMPAIGN PACKAGES

|                                                  |        |         |
|--------------------------------------------------|--------|---------|
| Starter — dedicated reel + 30-day usage          | £1,250 | \$1,690 |
| Full Campaign — reel, IG crosspost, 30-day usage | £1,950 | \$2,635 |

Packages save 10–15% against booking each asset individually.

### USAGE & LICENSING

|                                  |      |                |
|----------------------------------|------|----------------|
| 30-day paid usage / whitelisting | +50% | of content fee |
| 90-day paid usage / whitelisting | +85% | of content fee |
| Category exclusivity, per month  | £350 | \$475          |



RATES CONTINUE OVERLEAF

taiyabasohail02x@gmail.com

TIKTOK @TAIYABAAJMAL

INSTAGRAM @TAIYABAXAJMAL

# RETAINERS

A fixed monthly fee for an agreed set of deliverables — priority access to my calendar, deeper brand integration, and a reduced rate per asset.

## ESSENTIAL

Two dedicated reels each month.

*Three-month minimum · 11% below à la carte*

**£1,600** /mo

\$2,165 /mo

## SIGNATURE

Three dedicated reels + one integrated, 30-day usage included.

*Six-month minimum · 15% below à la carte*

**£2,650** /mo

\$3,585 /mo

## HOW WE WORK

### 01 Brief & alignment

Deliverables, key messages and timings agreed in writing before anything is filmed.

### 02 Concept & creation

I write, film and edit in-house. You review the draft before it goes live.

### 03 Delivery & reporting

Content publishes on schedule, followed by a performance summary.

## TERMS

- One round of revisions included; further revisions quoted separately.
- Payment 50% on booking, 50% on delivery, unless otherwise agreed.
- Rates vary with campaign scope, exclusivity and usage duration.
- Concept, scripting, filming and editing are included in every rate.

Content that earns attention,  
rather than buying it.

LET'S CREATE SOMETHING TOGETHER

[taiyabasohail02x@gmail.com](mailto:taiyabasohail02x@gmail.com)

TIKTOK @TAIYABAAJMAL

INSTAGRAM @TAIYABAXAJMAL