



MEDIA KIT

TIARRA WHITTNEY

Find peace. Anywhere.



Tiarra Whitney is an author, speaker, and digital storyteller helping high-capacity leaders reclaim their peace, protect their energy, and live in alignment with their purpose through faith, self-governance, and intentional living.



FOUNDER, THE LIGHT ACADEMY
Empowering leaders to heal, reclaim, and rise.



10K+

INSTAGRAM FOLLOWERS



152K+

ACCOUNTS REACHED
(LAST 30 DAYS)



128.5K+

VIEWS
(LAST 30 DAYS)



1.6K+

NEW FOLLOWERS
(LAST 30 DAYS)

About Tiarra

Author. Speaker. Digital Storyteller.
Visionary Leader.

Through her content, books, and The Light Academy, Tiarra helps people protect their energy, heal deeply, and walk in their God-given authority. Her mission is to inspire transformation through truth, grace, and practical wisdom.

AS SEEN & HEARD



PODCAST
FEATURED
GUEST



LIVE
SPEAKER



AUTHOR &
EDUCATOR



COMMUNITY
BUILDER

AUDIENCE AT A GLANCE

TOP LOCATIONS (COUNTRIES)

United States	38.8%
United Kingdom	2.1%
Canada	1.5%
Nigeria	1.4%
Australia	0.9%

TOP CITIES (USA)

Columbus, OH	22.5%
New York, NY	1.3%
Reynoldsburg, OH	1.3%
Gahanna, OH	0.8%

AGE RANGE

13-17	0.1%
18-24	1.7%
25-34	17.8%
35-44	36.6%
45-54	25.7%
55-64	12.8%
65+	5.2%



88%
WOMEN



12%
MEN



Values: Faith, Growth,
Healing, Purpose, Travel,
Wellness & Community

CONTENT THAT CONNECTS

ACCOUNTS REACHED BY CONTENT TYPE

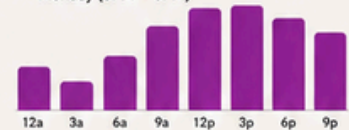
Reels	126K+
Stories	1.7K+
Posts	782
Live Videos	0

TOP PERFORMING TOPICS

- ✓ Spiritual protection & discernment
- ✓ Protecting your peace & boundaries
- ✓ Healing & personal growth
- ✓ Faith, purpose & alignment
- ✓ Real talk & encouragement

AUDIENCE ACTIVE TIMES (EDT)

Highest engagement times: 12PM – 9PM
Peak days: Sunday (3PM – 9PM)
Monday (3PM – 6PM)



PARTNERSHIP OPPORTUNITIES

“

I create content that
inspires people to slow down,
reconnect, and live with
intention.”

— Tiarra



EDITORIAL FEATURE
\$1,250 – \$2,000+

Perfect for lifestyle, restaurants,
attractions, gardens & local experiences.

- ✓ 1 Instagram Reel (up to 75K views)
- ✓ 10-15 Instagram Stories
- ✓ 10-15 Edited Photos
- ✓ Tagged & featured in series



DESTINATION PARTNER
\$2,500 – \$4,500+

Ideal for hotels, retreats, spas,
tourism boards & luxury venues.

- ✓ Everything in Editorial Feature
- ✓ 2 Instagram Reels
- ✓ 6 YouTube Shorts
- ✓ 30-50 Edited Photos
- ✓ Newsletter Feature
- ✓ 3 Months Usage Rights
- ✓ Featured as Primary Partner of Episode



CAMPAIGN PARTNER
\$5,000 – \$10,000+

For brands & destinations seeking
multi-day storytelling & full
campaign exposure.

- ✓ Multi-day content capture
- ✓ Multiple Reels & TikTok Series
- ✓ YouTube Content
- ✓ Full Photo Library
- ✓ Newsletter & Blog Feature
- ✓ Extended Usage Rights
- ✓ Optional Live Appearance or Speaking

WHY PARTNER WITH TIARRA?

- ✓ Highly engaged & loyal audience
- ✓ Authentic storytelling with purpose
- ✓ High-quality cinematic content
- ✓ Aligned values: wellness, peace, intentional living & exploration
- ✓ Global reach with U.S.-based core audience