MEDIA KIT · 2026

KS HONEY

Your friend who knows where to go.

NYC · TRAVEL · HOSPITALITY · BEAUTY · EXPERIENCES

KS Honey is a trusted voice for grown women who love to live well, go out, travel beautifully and enjoy adulthood — a big-sister guide whose audience follows her recommendations because they trust her judgment.

100.2K
Community

2.15M+
Recent views

9.9% TikTok · 6.5% Instagram
Engagement

Women 30+ · 85.4% U.S. (TikTok)
Core audience

Platform analytics supplied by creator

info@ks-honey.com

THE NUMBERS — AN AUDIENCE THAT LISTENS

Built for the 30+ consumer

TikTok: 1.1M views in the last 28 days · 85.4% U.S. audience. Instagram: 1,055,684 views · 96.6% U.S. audience · 2,211 followers. Ages 35–44 (~42%) and 45–54 (25%) lead the community on Instagram.

THE KS EFFECT

Five pillars: NYC After Dark · The Getaway · Worth Leaving the House For · The Glow · Life, Actually. Signature format: it feels like a FaceTime and works like word of mouth.

WHERE SHE HAS BEEN

39 destinations across the Caribbean, the Americas, Europe, Africa and the Middle East — from Antigua, St. Maarten and Aruba to Dubai, Ghana, Greece, South Africa, Morocco, Brazil and Colombia.

WHY KS

Brands buy access to trust, not followers. Her audience asks her where to go, what to book and what is worth leaving the house for — and they act on her answers.

info@ks-honey.com

Let's give them somewhere to go.

Social storytelling · Experiences · Brand partnerships · Custom campaigns. Custom packages upon request.

info@ks-honey.com

Instagram · @ks_honey

TikTok · @ks_travels00