CREATOR MEDIA KIT

Fit Mom Carlyn

FAITH | FITNESS | FAMILY | WELLNESS

Real life. Strong faith. A healthier family.



A growing community built on trust

Current verified social snapshot | November 2026
Audience figures refresh as Carlyn's channels continue to grow.

AUDIENCE SNAPSHOT

Reach and engagement across three channels

Tiktok

110K Followers	**1.6M** Total Likes
1.4K Published Videos	**183.3K** Avg. Recent Video Views
10.05% Recent Engagement Rate	**2.1M** Top Recent Video Views

Instagram

2.5K Followers	**132.1K** Views - Last 30 Days
40K Reach - Last 30 Days	**4.6K** Profile Visits - Last 30 Days
5.4K Interactions - Last 30 Days	**13.47%** Engagement Rate - Last 30 Days

YouTube

395 Subscribers	**64.8K** Channel Views
245 Published Videos	**23.6K** Views - Last 30 Days
157 Subscribers Gained - Last 30 Days	**1.2K** Likes - Last 30 Days

SPONSOR READY

Audience insights

Platform-specific demographics paired with long-form and owned-platform reach.

Tiktok

AGE		GENDER		COUNTRIES	
18â€“24	8.7%	Women	90.0%	United States	76.0%
25â€“34	48.6%	Men	10.0%	Canada	4.1%
35â€“44	28.4%			United Kingdom	2.3%

Instagram

AGE		GENDER		COUNTRIES	
35–44	24.4%	Women	68.1%	United States	91.9%
65+	20.6%	Unspecified	20.6%	Canada	3.7%
45–54	18.8%	Men	11.2%	United Kingdom	2.2%

YouTube

AGE		GENDER		COUNTRIES	
65+	28.4%	Men	54.7%	United States	93.0%
45–54	22.0%	Women	45.3%	Canada	3.9%
55–64	20.0%			United Kingdom	1.3%

PODCAST REACH - LAST 30 DAYS

4,224
Combined plays

7,470
Lifetime streams

14
Published episodes

445.0
Consumption hours

FAITH FIT FAMILY WEBSITE - LAST 30 DAYS

1
Unique visitors

2
Pageviews

0
Active members

2.0
Pages per session

Content that creates connection

Thoughtfully produced, brand-aligned content across Carlyn's trusted channels.

WAYS TO PARTNER

Meaningful opportunities, naturally shared

Sponsored Social Content

Authentic short-form and social storytelling created for Carlyn's engaged audience.

Brand Ambassador Partnerships

Ongoing relationships with aligned brands Carlyn can genuinely incorporate into family life.

Podcast & Platform Features

Integrated opportunities across the Faith Fit Family podcast, resources, challenges, and community.

LET'S CREATE SOMETHING MEANINGFUL

Every partnership is tailored to the brand, scope, and campaign goals.

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