

MEDIA KIT



KIARA
MCKINNEY

ENTREPRENEUR
PODCASTER
BLOGGER

WWW.KIARADMCKINNEY.COM

2022

ABOUT ME

KIARA MCKINNEY

Kiara McKinney is a multi-hyphenate creative: a publicist, media strategist, business owner, blogger and podcaster. She is the founder and CEO of Dallas-based Boost Public Relations, which provides PR, branding and creative services to minority and women-owned brands from coast-to-coast.

Kiara is a passionate writer and spends her free time blogging and writing poetry. She also enjoys gabbing about her pop culture opinions on her entertainment podcast, The Spin Cycle.

Kiara frequently travels alongside her husband Stewart and creates content for other travel-loving couples.



STATISTICS

2.6K

INSTAGRAM
FOLLOWERS

83.7K

TIKTOK
LIKES

500+

WEEKLY
PODCAST
LISTENERS

3.5K

WEBSITE
VISITORS
PER MONTH

2022

ABOUT MY CONTENT

Kiara's content is aimed at the 22-44-year-old woman or nonbinary person who values authenticity, wellness and self-improvement and is interested in style, beauty, pop-culture and/or travel. She also shares opinions and predictions about the fashion and entertainment industries based on her knowledge of the news media.



MY AUDIENCE

65.8%

FEMALE

65.3%

AGES 25-34



CONTACT ME

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