

LADY FRAJOLA



MEDIA KIT

**Outdoor cat adventures,
funny daily routines, and
authentic pet product content.**

Lady Frajola is a cat-focused creator brand built around a charming tuxedo cat, outdoor queen energy, everyday routines, playful attitude, and trustworthy product moments.

12.7K

TikTok followers

500K+

30-day views

Across all platforms

97.9%

U.S. viewers

Recent TikTok viewers

3.1K

net new followers

Recent TikTok growth

Main platform: TikTok @lady.frajola

Growing cross-platform presence: Instagram, YouTube Shorts, Facebook

collabs@ladyfrajola.com | ladyfrajola.com/partnerships



Performance & Audience

Recent growth shows a highly active cat audience with strong U.S. reach and cross-platform momentum.

129.5K

TikTok views

Last 28 days

11.7K

TikTok likes

Last 28 days

831

comments

Last 28 days

459

shares

Last 28 days

Cross-platform momentum

500K+ views in the last 30 days across platforms

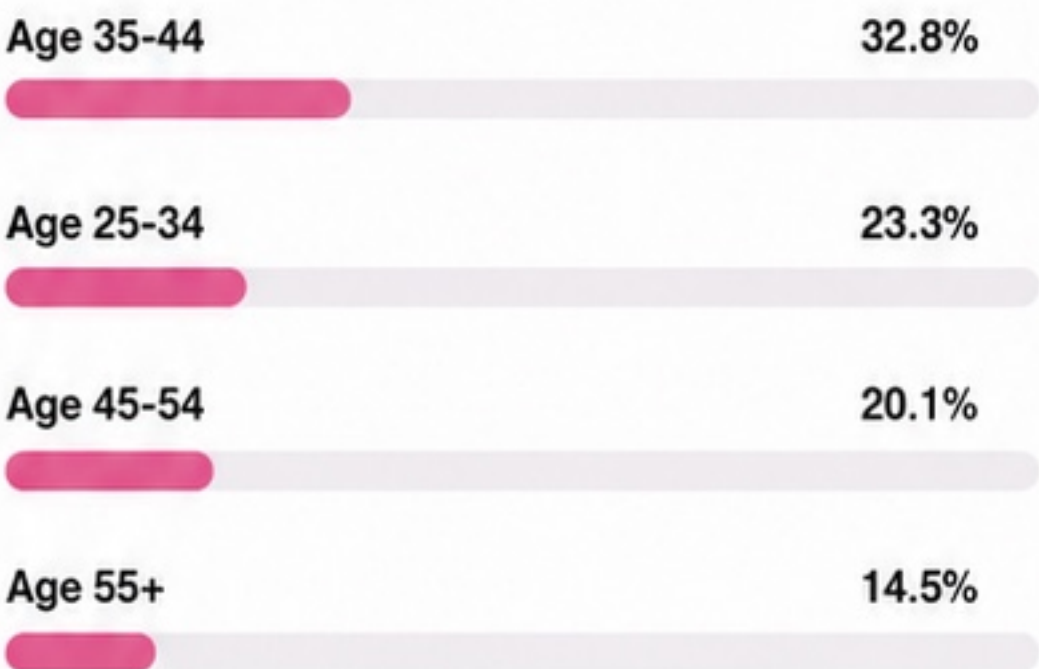
- 103.8K YouTube Shorts views in the last 7 days
- 30.8K Instagram views in the last 30 days
- 52.1K Facebook views in 28 days

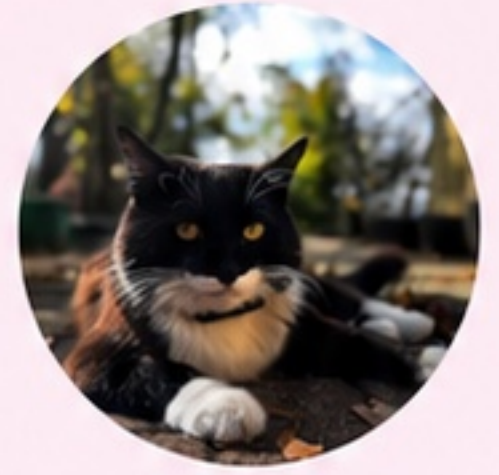
Audience quality

74.1% of TikTok followers are in the United States

- 97.9% of recent TikTok viewers are in the United States
- Balanced recent viewer gender: 50% male / 47% female / 3% other
- Core viewer age: 25-54, strongest 35-44

TikTok audience snapshot





Partnership Opportunities

Content is designed to feel natural, funny, and useful - product moments are integrated into Lady Frajola's real routine instead of feeling overly scripted.

Content Formats

- Sponsored TikTok videos
- TikTok Shop / affiliate content
- UGC product videos
- Instagram Reels & Stories
- YouTube Shorts
- Facebook Reels / posts

Campaign Add-ons

- Product testing & review
- Spark Ads / ad code usage
- Whitelisting usage
- Story link placement
- Long-term partnerships
- Seasonal launches

Brand Fit

- Pet tech
- Cat lifestyle
- Outdoor cat products
- Home pet products
- Affiliate-friendly offers
- Premium cat products

Best-fit product categories

Smart feeders, wet food feeders, automatic litter boxes, litter solutions, cat water fountains, interactive cat toys, electronic toys, scratchers, cat trees and furniture, pet cameras, smart collars, GPS trackers, cat carriers, travel accessories, outdoor cat gear, harnesses and leashes, grooming tools, odor-control products, pet-safe cleaning products, cat treats, food toppers, subscription boxes, and pet-friendly home products.

Custom packages

Packages are available based on deliverables, usage rights, exclusivity, timeline, platform mix, and campaign scope. Rates are shared after reviewing the brief.

Contact

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