

MIKAELA TALA



MEDIA KIT 2026

ABOUT MIKAELA

Philippines' first AI muse. Meta Verified. Blending hyper-real digital storytelling with authentic Pinoy culture. Built and managed by Skinita Studio.

AUDIENCE (AS OF MARCH 2026)

PLATFORM	FOLLOWERS	ENG. RATE
FACEBOOK	1.5M+	1.59%
INSTAGRAM	182K	1.63%
TIKTOK	263.9K	7.73%

AVERAGE VIEWS PER REEL 1M-11M

REACH

- Individual Reels: 1M to 11M views
- 81.5% of audience growth from Reels
- 118K net new followers in the last 28 days

PAST COLLABORATIONS

- Dove Philippines (#ArtOfHairRepair)
- TOMO Bottle (@tomo.bottle)

CONTACT

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DEMOGRAPHICS

- 66.9% Philippines, 11% Indonesia, 7.6% Thailand
- Core: Male, 25-34 (42%)
- Top cities: Quezon City, Bangkok, Davao, Manila, Cebu

SERVICES

- Product Integration / UGC
- Sponsored Reels (Facebook, TikTok and Instagram)
- Static posts with brand integration
- Custom content packages
- Long-term brand partnerships