



MEDIA KIT · 2026

Abi Downs.

*Content that
actually converts.*

Lifestyle creator. Storyteller. Brand partner.

26,723

IG followers

40K

TikTok followers

1.28M

IG views / 30 days

Based in Durban, South Africa

She's not posting for fun.

She's building something.

Hi, I'm Abi, a 32-year-old content creator & MOTHER based in Durban.

I share content that reflects who I am at my core which is a lover of high-end fashion, Chic spaces spaces, wellness rituals AND TRAVEL. My goal is to inspire women to embrace THEIR INNER POWER AND LEARN TO PRIORITISE THEMSELVES – whether that's through what they wear, how they care for themselves, or how they show up FOR their families.

My feed is a blend of EDITORIAL visuals and REAL moments, where I connect with MY community that values style, substance and AUTHENTICITY.



1.28M

Instagram views in the last 30 days.



INSTAGRAM

@_abidowns_

26,723

followers

INSTAGRAM

@_abidowns_

1.28M

views / 30 days

TIKTOK

@_abidowns_

40K

followers

TIKTOK

@_abidowns_

817K

total likes

AUDIENCE BREAKDOWN

68.9%

Female

85%

South African

44%

Aged 25–34

100%

Organic growth

1.18M Instagram views in the last 30 days. 63.6% non-follower reach. 3.25% engagement rate by views.



CONTENT STYLE

What you're actually buying.

Lifestyle Reels

60-second storytelling that pulls people in. Hook, context, natural close. Feels like discovery. Acts like a recommendation.

Story Integration

Day-in-life placement. High-trust format. Your brand in the context of her real day — not a studio, not a set.

Organic-Feeling Ads

Shot to your brief, delivered with her voice. Produced content that doesn't look produced. The audience can't tell the difference. That's the point.

This isn't exposure. This is influence.

- **Trust that took years to build.**

Her audience doesn't scroll past. They've been with her long enough to act on what she says.

- **Engagement that isn't faked.**

Real comments. Real saves. Real shares. The metrics that indicate purchase intent.

- **Relatability at scale.**

She's aspirational without being unattainable. Her audience sees themselves in her — and buys accordingly.

- **Organic reach, zero paid.**

Every view she generates is earned. When your brand appears, it appears in trusted space.



What we build together.

Sponsored content

Instagram Reels, feed posts, and carousel. Shot, produced, and published by Abi.

Story packages

3–5 story sequences with link sticker. 24-hour placement, high-intent format.

TikTok content

Short-form video. Briefed, produced, delivered to 26,300 followers — with reach extending well beyond.

UGC creation

High-quality brand assets you own. Shot to your brief for use on your own channels.

Brand partnerships

Ongoing collaboration with consistent brand presence over an agreed period.

Custom campaigns

Multi-format, multi-platform campaigns scoped to your goals and timeline.



Rates.

All rates ex. VAT. Final pricing reflects scope, usage rights, and exclusivity. Production included.

CONTENT CREATION

Instagram Reel	R19,500	per video
Feed Post (static/carousel)	R12,000	per post
Story Series (3–5 slides)	R7,000	per series
TikTok Branded Video	R19,500	per video
UGC (brand-owned assets)	R9,000	per deliverable

RETAINER PARTNERSHIPS

Entry · 3 months	R18,000 /month
Growth · 6 months	R22,000 /month
Ambassador · 12 months	R28,000 /month

50% deposit to confirm. Exclusivity, extended usage, and whitelisting scoped separately.

LET'S WORK.

Ready
when
you are.

EMAIL

abi@abidowns.co.za

INSTAGRAM

@_abidowns_

TIKTOK

@abidowns

WEBSITE

abidowns.co.za

LOCATION

Durban, South Africa

xoxox

As seen in.

PRINT · 10K DISTRIBUTION
JUNE / JULY 2025

The Umhlanga Magazine

“My 031 — Umhlanga Through The Eyes Of A Local”

Full-page editorial feature in KZN's #1 lifestyle print publication, distributed exclusively in and around Umhlanga. 10,000 copies.

DIGITAL · NATIONAL
AUGUST 2025

Women’s Health SA

“How I Lost Weight As A Working Mom”

Independently pitched and published editorial feature covering Abi’s postpartum health journey and road back to wellness.

DIGITAL · NATIONAL
FEBRUARY 2026

Briefly.co.za

Exclusive Briefly TV Life Interview

Feature interview with one of South Africa’s largest digital news platforms, sharing Abi’s personal story.

INTERNATIONAL
OCTOBER 2024

The Daily Dot

Organic Viral Coverage

Independent international digital press coverage following a viral TikTok post — no outreach, no promotion.

INDUSTRY PRESS
2025

Creator Insider Africa

Creator Spotlight + Industry Feature

Two separate features by Africa’s leading creator industry publication, including a dedicated Creator Spotlight profile.

BRAND CAMPAIGN
2025

Elizabeth Arden SA

“Ladies of Arden” 2025 Faces Campaign

Selected as one of six faces of the Elizabeth Arden SA six-month brand ambassador programme.

PRINT · KZN NORTH COAST
AUGUST 2026 · 12,000 COPIES

Get It Magazine

"Find Your People" + "Women Who Lead" — Two August 2026 Features

Two features in the August 2026 edition. 12,000 copies distributed across KZN North Coast. Editorial feature as Founder of Girls Who Dinner in the Women's Month community builder spread, plus inclusion in the Women Who Lead feature covering AD Lifestyle Co.

DIGITAL · NATIONAL
AUGUST 2026

Femme South Africa

"The Creator Event That's Actually Worth Your Time"

Digital editorial coverage of Beyond the Feed, the Durban creator networking event co-hosted by Abi Downs and Nikki Haneef at The Bell Inn.

DIGITAL · TRADE PRESS
27 AUGUST 2026

Tourism News Africa

"Women Are Travelling Further & Hospitality Needs to Think Beyond The Individual Stay"

Industry trade publication. Quoted as businesswoman and content creator alongside hospitality executives, on independent women’s travel and the role of service in luxury stays.



