

Katedi's Kitchen Diary

BRAND PARTNERSHIP · RATE CARD · 2026

@katediskitchendiary | TikTok, Instagram & Facebook Food and Lifestyle Creator | South Africa

13.3K+ TikTok Followers	2.2M+ TikTok Views	5.2K+ Instagram Followers	4.2M+ Instagram Views
95K+ Total Likes (TikTok)	31.5K+ Combined Followers	7.7M+ Combined Views	3 Active Platforms
13K+ Facebook Followers	1.3M+ Facebook Views	<i>*Combined Views reflects lifetime totals across TikTok, Instagram, and Facebook.</i>	

About the Creator

Katedi's Kitchen Diary is a South African food creator dedicated to making everyday meals accessible, enjoyable, and delicious. With a warm and relatable approach, the channel brings home cooking to life — from quick weeknight dinners to satisfying baked goods — making food feel less intimidating and more fun.

Content posting began in January 2026, and the creator now runs an active, cross-platform presence spanning TikTok, Instagram, and Facebook. The combined audience has grown to over 31,500 followers across all three platforms, with content across all three platforms drawing more than 7.7 million views combined so far — strong, fast-growing traction across short-form video and Reels.

Audience Profile

Platforms	TikTok (@katediskitchendiary) · Instagram (@katediskitchendiary) · Facebook (@katedimantsho) [†]
Primary Audience	Women aged 18–35 — home cooks and food enthusiasts
Geography	South Africa (primary), Southern Africa
Language	English
Engagement Style	High-intent community — recipe-saving, comment-active, strong sharing behaviour across all platforms

Partnership Packages & Rates

All packages are cross-platform bundles — content can be delivered on TikTok, Instagram, Facebook, or a mix, as agreed at booking. Rates are unchanged from the previous rate card. All packages are customisable; reach out to discuss bundles, retainers, or bespoke campaigns.

Package	Description	What's Included	Rate (ZAR)
Spark <i>Entry</i>	Single sponsored video featuring your product in an authentic cooking or baking context, on TikTok, Instagram, or Facebook.	1 × short-form video (60–90s) · Product integration + mention · Caption + brand tag · 1 revision round	R1 500
Simmer <i>Popular</i>	A featured recipe video built around your product — deeper integration with storytelling, on any platform.	1 × recipe video · Dedicated product feature · Voiceover / on-screen callout · Story-style caption · 1 revision round	R2 800
Full Flavour <i>Best Value</i>	Three-video content series across TikTok, Instagram, and/or Facebook — ideal for campaigns, launches, or seasonal pushes.	3 × videos (any mix of platforms) · Consistent brand narrative · Caption + tags on all posts · 2 revision rounds · Performance summary	R7 000
Monthly Retainer <i>/month</i>	Ongoing brand presence across all platforms — consistent, organic-feeling integration every month.	4 × videos/month (any mix of platforms) · Dedicated brand partnership · Monthly content plan · Priority scheduling · Monthly report	R10 000
Baking Diary Feature <i>Niche</i>	Integration into the dedicated Baking Diary playlist/feed — highly engaged sub-audience.	1 × Baking Diary video · Playlist/feed placement · Product feature + mention · Caption + brand tag	R2 200
Giveaway Campaign <i>+ product</i>	Audience engagement campaign across any platform, featuring your product as the prize.	1 × giveaway video/post · Giveaway mechanics copy · Comments + tagging mechanic · Winner announcement post	R2 500

Add-Ons & Extras

Add-On	Rate (ZAR)
Usage rights — brand to repurpose content on own channels (30 days)	R500

Usage rights — brand to repurpose content on own channels (90 days)	R900
Rush turnaround (under 5 business days)	R400 surcharge
Additional revision round (beyond package allowance)	R250 per round
Cross-platform amplification beyond TikTok, Instagram and Facebook (e.g. YouTube Shorts)	R800 per platform
Dedicated product unboxing / review video	R1 800
Affiliate / discount code integration (trackable link)	Commission by agreement

What to Expect Working Together

Authentic Integration Your product is woven naturally into real cooking content — never forced. Audiences trust recommendations because they feel genuine.	Clear Communication Brief → content plan → draft → approval → publish. Simple process, no surprises, clear timelines communicated upfront.	Results You Can See Post-campaign performance summary shared on all packages. Views, engagement, reach — you'll know exactly how your investment performed.
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Ideal Brand Partners

Food & Beverages Ingredients · Sauces · Spices · Cooking oils · Beverages · Baking products	Kitchen & Home Cookware · Bakeware · Kitchen appliances · Gadgets & tools	Lifestyle & Wellness Health foods · Supplements · Organic products · Wellness brands
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Brand PR Packages

Katedi's Kitchen Diary accepts PR packages from brands. Here's what that means and how it works:

What is a PR Package?	What Katedi Will Do	What You Get
A brand sends products for Katedi to try, cook with, and feature organically in content — no scripted brief, just honest and authentic coverage.	Receive, unbox and try the product · Feature it naturally in a video · Tag the brand and share honest feedback · Post to TikTok, Instagram, and/or Facebook	Authentic organic-style feature · Brand tag + mention in caption · Real audience engagement & reach · Honest review to a trusted food community

Product gifting only (no cash fee) — honest organic coverage, not guaranteed positive review	Products only
Creator retains full creative control — content style, format and timing are at creator's discretion	No brief required
Content will be disclosed as gifted (#gifted / #PRpackage) in line with advertising standards	Fully disclosed
Want guaranteed placement, scripted content or approval rights? Upgrade to a paid Spark or Simmer package	Upgrade to paid

Terms & Conditions

Payment 50% deposit required to confirm booking. Balance due on content delivery.	Turnaround Standard delivery within 7–10 business days of brief approval.
Usage Rights Creator retains content ownership. Brand usage rights must be agreed and paid for separately.	Disclosure All sponsored content will be disclosed in line with South African advertising standards (#ad / #sponsored).
Revisions Revision rounds as per package. Additional rounds billed at R250 each.	Exclusivity Category exclusivity available on request — please enquire for applicable rates.

Let's Create Something Delicious

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