

Media Deck · Twinkle So Bright

Puspita · twinklesobright.com

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**PUSPITA**

STORYTELLER AND BLOGGER

I'm a mom of two boys, a wife, and the person behind Twinkle So Bright.

I don't create content just to place a product. I write articles where a product fits naturally into real life, so readers can understand how and when they would actually use it.

Alongside the blog, my children also run a family YouTube channel, [Nasi en Stampot](#), where they share travel and everyday life in English, making the content accessible to a wider audience.

**ABOUT THE BLOG** Twinkle So Bright is a lifestyle and shopping platform built on trust, not volume.

**Search-aware content**

Articles are written for readers who are already looking for something specific

**Evergreen format**

Content stays relevant over time. A post from two years ago can still bring in readers today.

**One creator**

Everything is written and managed by me, no outsourcing, no content farm.

**Shopping focus**

Readers come here to understand a product before they buy, not just for inspiration.

## AUDIENCE

# Readers who are already considering a purchase.

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## PRIMARY AUDIENCE

- Twinkle So Bright reaches readers who are already in the process of making a decision, not just casually browsing.
- Women and parents who enjoy lifestyle content, including family life, travel, and everyday experiences.
- Many readers are interested in shopping, especially when products are presented within real-life context rather than as standalone promotions.
- Audience is international, with readers across Europe and beyond, depending on the topic and search visibility of each article.

## LANGUAGE

Content is written in English to reach a wider global audience.

I also accept selected collaborations in Dutch or Bahasa Indonesia when relevant to the campaign.

## READER MINDSET

Readers are typically in the consideration stage and are already thinking about a purchase.

They come to understand how a product fits into real life before making a decision.

## Content Examples

# PUBLISHED ARTICLE

Some examples can be found here:

<https://www.twinklesobright.com/blog/>

# Product & Style Article

## **Why Green Is Becoming a Popular Choice in Everyday Fashion**

Instead of focusing only on trends, the content helps readers understand how a color can be worn in real situations, making it easier to decide whether it suits their wardrobe.

# Travel & Experience Content

## **Komodo, Padar Island & Pink Beach Travel Story**

A travel story based on real experiences. The article shares what it actually feels like to be there, so readers can imagine the place and decide if it's something they would want to experience themselves.

# Life & Work Content

## **From Everyday Life to Content Creation**

The content is written in a simple and honest way, helping readers relate to the experience and see what is possible in their own situation.

# What this shows

- Real-life context, not isolated promotion
- Helps readers decide before they buy
- Content stays relevant over time

## Ways to Collaborate

# Two options, or a combination of both.

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## SPONSORED CONTENT

A dedicated blog article where your brand is placed naturally within a real-life context. The focus is on clear, useful content that helps readers understand how a product fits into everyday life.

## BRAND PARTNERSHIP

A longer collaboration where your brand can appear across different articles over time.

This can include lifestyle content, travel stories, or everyday situations where the product fits naturally.



Life as we live it. Stories from our travels. Shopping we truly recommend.

## Let's talk.

I'm open to both one-time [collaborations](#) and longer partnerships.

Happy to explore what would feel like a good fit.

## Puspita

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 [Nasi en Stampopot](#)

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