

FASHION  
BEAUTY  
HEALTH

2023

# MEDIA KIT



# SHAMA PERSSON

55+ INFLUENCER  
MODEL  
ENTREPRENEUR  
WRITER

2023

[www.goldenagemodels.com](http://www.goldenagemodels.com)

@shama\_persson  
[info@goldenagemodels.com](mailto:info@goldenagemodels.com)

PHOTO:  
PETER MORLOR

## ABOUT ME

I'm a mother of four adult children, a grandmother of two, a devoted dog owner, a serial entrepreneur and inventor, a writer, an influencer and an agism activist. I am a sister and a friend, a believer and a problem solver by birth.

All these labels don't define me, they more state what I've been up to the last 56 years. Today I can add "Model Mama" on my CV, of the amazing Golden Age Models 50+agency.

I love collaborations and I hope we can work together! Love, Shama.



# PREVIOUS WORK 22/23

## CLIENTS 2022-2023

Lindex, Clarins, LYKO, Idun Minerals,  
Understatement Underwear,  
Eleni & Chris, The Female Company,  
Indiska, WOS, KPMG, Harvest Moon.

## FASHION SHOWS 2023

MaxJenny! Taragalte Fashion,  
Rosa Faia Swimwear, Vackra  
Liv Yoga, Ahlvar Gallery,  
Stockholms Klänningsfabrik

## COVERS 2022-2023

Tara Norway, Tidningen MåBra,  
Aftonbladet Söndag.

## EDITORIALS 2022-2023

Femina x 2, Damernas Värld x  
3, MåBra, Allers Norway &  
Sweden, Tara Sweden.





# MEDIA STATISTICS

INSTAGRAM  
JULY 2023

**31,2K+** INSTAGRAM  
FOLLOWERS

**415K** MONTHLY  
REACH

**9,8K+** TIKTOK  
FOLLOWERS

**7,9K** MONTHLY  
ENGAGEMENT

**3,7K+** LINKEDIN  
FOLLOWERS

2023

# AUDIENCE DEMOGRAPHICS

INSTAGRAM  
JULY 2023

29,9% 35-44 AGE

USA 27,1%

WOMEN 88%

26,5% 25-34 AGE

SWEDEN 15,9% MEN 12%

24,2 % 45-54 AGE

UK 8,7%

[WWW.GOLDENAGEMODELS.COM](http://WWW.GOLDENAGEMODELS.COM)

[@SHAMA\\_PERSSON](https://www.instagram.com/shama_persson)

[INFO@GOLDENAGEMODELS.COM](mailto:INFO@GOLDENAGEMODELS.COM)

WORK FOR  
WOS STORE

NORGES STØRSTE TILBUD FOR KVINNER 40+

# ta

*få mer ut av livet!*

VIKTIG HELSETEMA:

ALT OM  
KVINNEHJERTE  
DETTE BØR DU VITE

*Trude Drevland:*  
**TERAPI OVER  
GRYTENE**

**STOR HÅR-SPECIAL**  
*Endelig trendy:*

**Bli grå  
-trinn for  
trinn**

- SE VÅR MAKEOVER X 3
- TIPS & PRODUKTER

21 UTSTYRSVALG:  
**SMARTERE  
KJØKKEN**  
*- enklere hverdag*

FARGERIKT PÅ BUDSJETT:  
**MOTE SOM IKKE  
OSTER SKJORTA**

*Forfattermøter i Tarv*  
**CECILIE ENGER:**

- *Når språket  
forsvinner*

**SANNA SARROMA**

- *Om psykisk  
mishandling*

**KAROLINA  
RAMQVIST:**

- *Mye drama  
rundt mat*



5 KVINNER OM DANMARKS *deiligste* STEDER

HÖSTENS MODE  
NYHETER & TRENDER

NR 10  
OKTOBER 2022  
PRIS INKL  
MOMS 69:00  
€ 10,50

# MåBra

**STARK STEG  
FÖR STEG**

*Promenadschema  
för 4 veckor*

**RISK FÖR  
BRÖSTCANCER?**  
SÅ FUNKAR  
GENTESTER

**SHAMA PERSSON:**  
*"Med åren kom visdom,  
acceptans - och en  
modellkarriär"*

Dietisten  
testar:  
**VEGOFÄRS**

*Stor special!*  
**ÄLSKA  
DIN ÅLDER**

Hälsa • Sex • Karriär • Skönhet

*Bästa tiden är nu!*

SPRUTAN  
SOM LINDRAR  
**DEPRESSION**

TIDSAM 0462-10 10  
7 388046 206901  
RETURVECKA 42