

2023

# MEDIA KIT

2023

# MATTIAS FRENNE

50+ MODEL  
INFLUENCER  
UGC CONTENT  
CREATOR

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INFLUENCER  
UGC CONTENT CREATOR

Healthy lifestyle and wellness is important to me, where yoga and outdoor pursuits are key pieces in my life puzzle besides spending time with family. I'm a person that is looking ahead and is always planning the next travel adventure.

# PREVIOUS WORK & UGC 22/23

2023

Gimo Herrgård, Filorga,  
Scandinavian Cosmetics, Vision  
Haircare, Extra in "Trolösa" TV-  
series (2025)

2022

Clarins MEN, Scandinavian  
Cosmetics, Daliska France,  
IFF (International Flavor and  
Fragrances)



# MEDIA STATISTICS

INSTAGRAM  
FALL 2023

**15K+**

INSTAGRAM  
FOLLOWERS

**3,7K**

MONTHLY  
ENGAGEMENT

**60K+**

MONTHLY  
REACH

**19,3K**

MONTHLY  
INTERACTIOS

2023



# FOLLOWER DEMOGRAPHICS 2023

INSTAGRAM  
FALL 2023

26,5% 25-34 AGE

23,4% 35-44 AGE

22,9% 45-54 AGE

GERMANY 5,5%

SWEDEN 5,4%

BRAZIL 5,3%

WOMEN 60,4%

MEN 39,5%

# WANT TO WORK WITH ME?

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*Mattias Frenne*