THE MEDIA KIT

AMY SUTO

Los Angeles Content Creator · Food Critic · Lifestyle Creator · Bestselling Author

I review Los Angeles the way I read books: constantly, and with verdicts. Restaurants, matcha rankings, cafes to work from, city guides, and the occasional product that earns a place in my kitchen — receipts-backed, honest, and published to an audience that trusts the verdicts because I pay my own tabs.

When restaurants and brands invite me to something great, that trust is what they are borrowing. I treat it accordingly.

Everything I cover in LA lives at amysuto.com/los-angeles



BRAND PARTNERS HAVE INCLUDED

ProWritingAid · AV · contra · Quince · Sakuraco · ororo · collective · Wondercraft

27M+ GOOGLE SEARCH IMPRESSIONS, 12 MO

220K+ COMBINED REACH

48.2K TIKTOK FOLLOWERS

80,000+ NEWSLETTER SUBSCRIBERS

17 LA REVIEWS & GUIDES

AS FEATURED IN

NPR · Los Angeles Times · U.S. News · Parade · Script Magazine · Forbes

THE LOS ANGELES STORY

I lived in Los Angeles for the better part of a decade: USC, the Hollywood assistant years, the TV writers' rooms, and an L.A. Affairs essay in the Los Angeles Times. Now I live here again, so my brand work and reader events happen right here, all year. In spring 2026 I hosted three Make Writing Your Job subscriber meetups across Larchmont, Mid-City, and NoHo.

The collaboration menu is on the next page, and page 3 covers the work beyond Los Angeles: newsletter sponsorships, travel features, talks, books, and my San Francisco years.

Live audience dashboard and full press details: amysuto.com/press-kit

amy@amysuto.com · amysuto.com/los-angeles · amysuto.com/press-kit

@sutoscience on TikTok + Instagram · audience numbers as of November 2026

THE COLLABORATION MENU

WHAT A VISIT TURNS INTO

- An honest review on amysuto.com, pinned to my Los Angeles hub
  Reviews carry receipts, addresses, and a find-it-on-the-map card — built to be found on Google
- A video posted to my followers on TikTok, Instagram, and YouTube
- For select visits, a feature in one of my Substack newsletters (80,000+ subscribers)
  That one depends on the story

WHAT TO INVITE ME TO + SEND ME

- Creator dinners, tastings, menu previews, openings, and Los Angeles launch events
- Hosting or sponsoring a meetup for my LA readers — three cafe patios filled in spring 2026
- PR kits and products to review: food and drink, kitchen, wellness, home, and travel gear
  The lifestyle beat is open: if it makes life at home or on the road better, I want to try it
- Longer brand partnerships across the blog, social, and both newsletters



The NoHo meetup at Republic of Pie.



The research, pictured mid-verdict.

GOOD TO KNOW

- I live in Los Angeles, so last-minute invitations are welcome
- I don't drink — your mocktail program is safe with me
- Hosted visits and gifted products are always disclosed, and the verdict stays honest

START READING

Los Angeles Travel Guide · The Best Restaurants + Cafes in LA · The Best Matcha in LA
Every LA guide and review, plus the collab form: amysuto.com/los-angeles

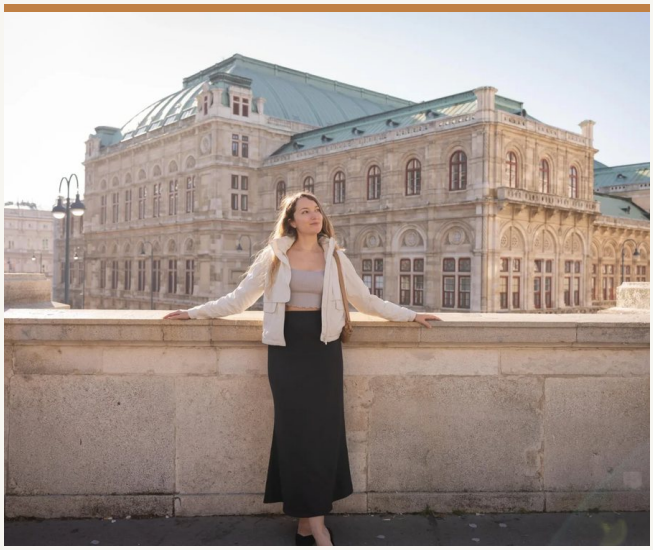
amy@amysuto.com · amysuto.com/los-angeles · amysuto.com/press-kit
@sutoscience on TikTok + Instagram · audience numbers as of November 2026

BEYOND LOS ANGELES

THE NEWSLETTERS

Make Writing Your Job is a Top 25 Business Substack: $262K in gross annualized revenue, 80,000+ subscribers, and $0 ever spent on ads. Newsletter sponsorships, sponsored classes, and long-form brand storytelling all run through it — and through Sutoscience, my personal Substack.

Sponsorship formats and past sponsored sends: amysuto.com/brand-partnerships



Vienna, one of the 50+ cities in my guides.



A sold-out Big Brain lecture in Oakland.

TRAVEL, TALKS + BOOKS

- Travel features with hotels and destinations (my guides cover 50+ cities)
  Every city I've covered is pinned at amysuto.com/travel-map
- Talks and workshops about creativity and money, the kind people buy tickets for
- The book side: author events and work with publishers
  I'm a bestselling author, and my romantic thriller novel, *Let Me Be Your Ghost*, came out in November 2026

THE SAN FRANCISCO YEARS

I lived in San Francisco from 2025 to 2026 and covered it like a beat. My San Francisco hub keeps all 50 reviews and guides, and I'm back occasionally for events.

Every SF guide and review: amysuto.com/san-francisco

SEND ME A MESSAGE

Email me the idea and the dates at amy@amysuto.com, or use the form on my Los Angeles hub or my brand partnerships page. Every form lands straight in my inbox.