

THE MEDIA KIT

AMY SUTO

San Francisco Content Creator · Food Critic · Lifestyle Creator · Bestselling Author

I review San Francisco the way I read books: constantly, and with verdicts. Restaurants, matcha rankings, bagel hierarchies, neighborhood 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 lives at amysuto.com/san-francisco

BRAND PARTNERS HAVE INCLUDED

ProWritingAid



contra

Quince

Sakuraco

ororo

collective

wondercraft



26M+

GOOGLE SEARCH
IMPRESSIONS, 12 MO

151K+

COMBINED
REACH

47.9K

TIKTOK
FOLLOWERS

44,000+

NEWSLETTER
SUBSCRIBERS

41

SF REVIEWS
& GUIDES

AS FEATURED IN

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

THE BROADER COLLABORATIONS

Make Writing Your Job is a Top 20 Business Substack: \$267K in gross annualized revenue, 44,000+ 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.

And the collaborations reach past the city: I partner with hotels and destinations on travel features (my guides cover 50+ cities), give talks around the Bay Area, and work with publishers and authors on the book side.

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

Travel partnerships: amysuto.com/travel-map

amy@amysuto.com · amysuto.com/san-francisco · amysuto.com/press-kit

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

THE COLLABORATION MENU

WHAT A VISIT TURNS INTO

- An honest review on amysuto.com, pinned to my San Francisco 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 my channels — TikTok, Instagram, and YouTube
- For select visits, a feature in one of my Substack newsletters (44,000+ subscribers)
That one depends on the story

WHAT TO INVITE ME TO + SEND ME

- Creator dinners, tastings, menu previews, openings, and Bay Area launch events
- 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



A sold-out talk in Oakland — the Bay Area shows up.



The research, pictured mid-verdict.

GOOD TO KNOW

- I live in San Francisco and publish about it constantly
- 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

[The Best Restaurants in San Francisco](#) · [The Best Matcha in SF](#)

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