

# MEDIA KIT



**INDEPENDENT TATTOO STUDIO**  
**📍 BIRMINGHAM, UK**

KTREW Tattoo, The Jubilee Centre, 130 Pershore St, B5 6ND

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



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**2026**

# ABOUT KTREW TATTOO

*“KTREW was built on the belief that creativity is a powerful form of resistance and self-expression. Tattooing creates a rare space for honest, one-to-one human connection. We’ve worked hard to protect that space — especially for our queer+ community — and to make sure everyone who walks through our doors feels safe, respected and seen.”*

Founded in 2017, KTREW Tattoo is an independent, queer-owned tattoo studio located in the heart of Birmingham’s Gay Village, UK. The studio is known for its welcoming, unpretentious atmosphere and comfortable private environment, offering clients a space that feels both professional and personal.

With over a decade of experience, KTREW’s Tattoo Artists create both machine and hand-poked (stick and poke) tattoos.

The studio specialises in fine line, abstract, illustrative, ornamental and ignorant style work, approaching each design with technical precision and creative individuality.

KTREW Tattoo has built a reputation not only for its distinctive artistic styles, but for fostering a safe, inclusive environment where clients feel genuinely seen and supported. The studio operates with the belief that tattooing is more than a service — it is a powerful form of self-expression and connection.



# HEADLINE STATISTICS



COMBINED SOCIAL MEDIA REACH

**10K+**

5 ★ GOOGLE REVIEWS

**300+**

ANNUAL IN PERSON CUSTOMER BASE

**600+**

TOTAL BLOG AUDIENCE

 BLOG REACH

**120.5K+**

INDIVIDUAL BLOG ARTICLES

HIGHEST REACH PER ARTICLE

**39.5K+**

AVERAGE ARTICLE REACH

**3.6K+**

# AUDIENCE



**85% UK**

10% USA



BIRMINGHAM

UK



**52% (25 - 34)**

AGE 26% (18 - 24)

## AUDIENCE INTERESTS

TATTOOS

TATTOO AFTERCARE

TATTOO SUN PROTECTION

SKINCARE PRODUCTS

TATTOO CULTURE & HISTORY

TATTOOING TECHNIQUES

ART & POPULAR CULTURE

LOCAL ARTISTS

QUEER COMMUNITY & LIFESTYLE

# WORK WITH US



## TRAINING & RESOURCES

- 121 technical mentoring (specialising in linework, fineline, and stick & poke tattooing)
- 121 independent business mentoring (compliance, consent & inclusion).
- Tattoo industry digital downloads & templates
- Sustainable Art & Craft Workshops

## PROMOTION, COLLABS & ADS

- Editorial roundups & reviews for Tattoo-relevant/adjacent products & services
  - We offer honest reviews with no guarantee of positive coverage
- Evergreen SEO blog content made for a niche growing audience
- Tattoo related book and media reviews
- Affiliate integration
- Discount code partnerships
  - ASA/UCPD/FTC-compliant gifted product features with clear affiliate & gifted disclosures

## SPONSORSHIP & COMMUNITY ACTION

We are open to collaboration & community action where it is in line with our values and amplifies positive impacts locally and beyond.

- Tattoo Voucher donation
- Social Media cross promotion, collaboration and engagement
- KTREW Tattoo staff Volunteering
- Resources & Knowledge Sharing

## CONTACT US

For all Media & Collaboration Enquiries email:

✉ [info@ktrewtattoo.com](mailto:info@ktrewtattoo.com)

# OUR VALUES

***KTREW Tattoo is open to collaboration & community action where it is in line with our values and amplifies positive impacts locally and beyond.***

*KTREW Tattoo is deeply proud of the community it has cultivated over the past decade. As a creative micro-business navigating pandemic disruption, cost-of-living pressures and politically turbulent times, the studio has remained steadfast in its values.*

## **Community & Care**

The studio believes tattooing offers a rare and meaningful one-to-one human connection. Every appointment is approached with intention, respect and care, creating a safe space for clients of all backgrounds

## **Creativity as Resistance**

We maintain that creative expression is both personal and political. The studio believes that all creative practice is an essential human freedom and a hugely valuable part of a rich and diverse society.

## **Local Engagement**

Beyond tattooing, KTREW Tattoo actively contributes to Birmingham's creative landscape through its [Inkarnación Tattoo Blog](#), regular crafting workshops and fundraising initiatives. The studio supports and sponsors local creative organisations, charities & projects.

## **Sustainability & Responsibility**

KTREW is committed to reducing its environmental impact. Business waste is diverted from landfill to carbon offset incineration. Biodegradable and non-plastic materials are used where this meets our strict hygiene standards. The studio prioritises vegan and cruelty-free aftercare and cosmetic products.



# OUR TATTOO ARTISTS



**@KIRSTIETREW**

Hey there, I'm Kirstie. I specialise in creating clean minimal linework designs, fun ignorant-style designs, and illustrative fineline black and grey pieces.

I'm also a big fan of crafting large contemporary abstract tattoos that embrace a futuristic vibe and feature patterns that flow with your body. I'm happiest when using freehand and collage techniques to bring large tattoo projects to life.

Fun Facts?

I collect vintage matchboxes, and am a thrifting fiend!

# OUR TATTOO ARTISTS



**@POKEYHONTASTATTOO**

Hi, I'm Ivy and I specialise in Stick and Poke tattoos, also known as Hand-Poke. While this is my primary method, I also use a tattoo machine, and sometimes even combine both methods.

When it comes to tattoo styles, I particularly enjoy both illustrative and ignorant-style. Adding a hint of humour and light-heartedness to my work where appropriate, is something I really love doing, so my flash pieces usually contain playful designs.

Fun Facts?

I love Hyenas. I read comics, graphic novels and I drink whiskey....neat.