

# JAMES AND ROB



Helping active 50+ travellers test-drive retirement destinations worldwide

**5,480**

Subscribers

**76,700+**

Monthly Views

**132,000+**

90-Day Views

4,200+ watch hours/month | Strong engagement activity on top videos

## OUR AUDIENCE

- 70% Male 
- Primary age: 50-65
- UK • US • South Africa • Australia
- Decision-stage viewers — not casual browsers

## CONTENT NICHE

- Retirement & Long-Stay Travel
- Cost of Living Breakdowns
- Neighbourhood Guides
- Cape Town & Global Hotspots

*Our viewers are actively researching retirement, relocation, insurance, money transfer, connectivity, and long-stay travel decisions.*

### INTEGRATED MENTION

60-90 sec host-read mid-roll  
The main video topic stays the focus

**From £150-£400 per video**

### DEDICATED SEGMENT

2-3 min featured sponsor section  
within a regular James And Rob video

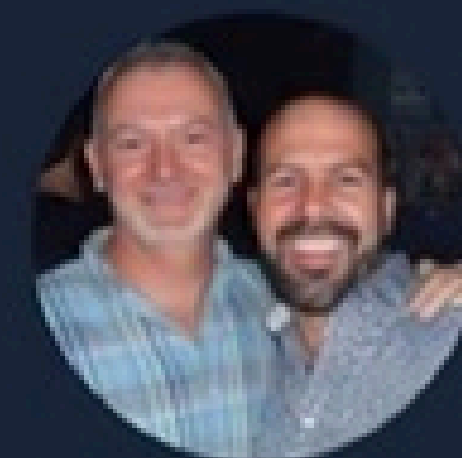
**£400-£600 per segment**

### MONTHLY PARTNER

2-3 videos per month

**From £500-£1,200/month**

# JAMES AND ROB

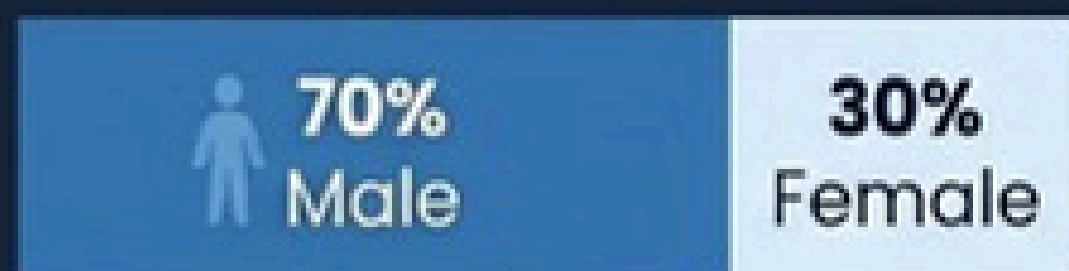


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## AUDIENCE PROOF

### AUDIENCE DEMOGRAPHICS

#### GENDER BALANCE



- Core audience age: 50-64 years old
- Decision-stage viewers — not casual browsers

### TOP GEOGRAPHIES



Premium English-speaking markets

### ENGAGEMENT STATS

**4,200+**

Watch hours / per month

**76,700+**

Monthly Views

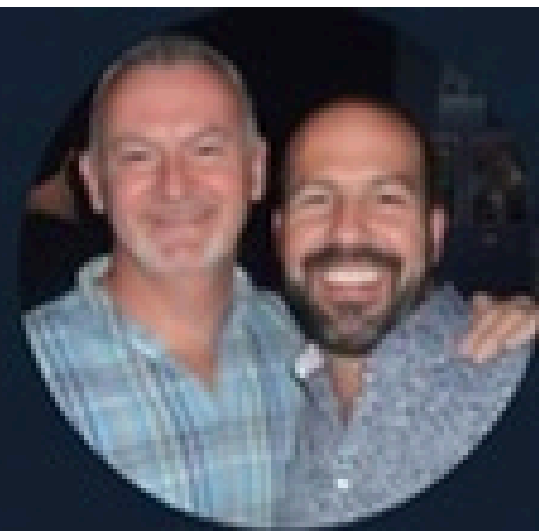
**1.7%**

Average engagement rate

**34,653**

Views — top video (2 weeks)

# JAMES AND ROB



## PERFECT BRAND FIT

Our audience is actively making purchasing decisions in these categories



### eSIM & CONNECTIVITY

Data-hungry travellers  
needing coverage abroad



### VPN & SECURITY

Privacy-conscious expats  
and remote workers



### TRAVEL & EXPAT INSURANCE

Long-stay travellers  
needing serious coverage



### MONEY TRANSFER <sup>7</sup>

Wise, Revolut — moving  
funds internationally



### ACCOMMODATION & RENTALS

90-day+ stays, serviced  
apartments, expat housing



### EXPAT FINANCE & PENSIONS

Retirement planning,  
offshore accounts, transfers

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## WHAT YOU GET

### TIER 1 — INTEGRATED MENTION

- 60-90 sec host-read mid-roll. The main video topic stays the focus — a lighter, organic brand inclusion.

**From £150-£400 per video**

### TIER 2 — DEDICATED SEGMENT

- 2-3 min featured sponsor section within a regular James And Rob video — not a standalone ad
- More product context, explanation & possible demonstration
- Link + pinned comment
- Brand gets more visibility and depth — but the video is still a James And Rob production.

**From £400-£900 per video**

### TIER 3 — MONTHLY PARTNER

- 2-3 integrations per month
- Priority scheduling
- Monthly performance report

**From £500-£1,200/month**

**TIMELINE** Booking lead time: 2-3 weeks | Script approval: 5 days before filming | 1 revision round included

**ADD-ONS** + Community post mention | + Instagram cross-post | + Pinned comment (30 days)

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