

# James & Rob



Helping active 50+ travellers test-drive retirement destinations worldwide

| 5,710 | | 99,200+ | | 240,000+ |

Subscribers

Monthly Views

90-Day Views

## OUR AUDIENCE

- 70% Male | 30% Female
- Core audience age: 50–64 years old
- Decision-stage viewers — not casual browsers
- UK · US · South Africa · Australia
- 5,000+ watch hours/month | Strong engagement activity on top videos

## CONTENT NICHE

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

### INTEGRATED MENTION

60–90 sec host-read mid-roll

From £150–£400 per video

### DEDICATED SEGMENT

— A featured section within a regular James & Rob video

From £400–£600 per video

### MONTHLY PARTNER

Ongoing presence across multiple videos

From £600–£1,200/month

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## AUDIENCE PROOF

### AUDIENCE DEMOGRAPHICS

**70% Male | 30% Female**

- Core audience age: 50–64 years old
- Decision-stage viewers – not casual browsers
- Premium English-speaking markets

### TOP GEOGRAPHIES

 South Africa

 United Kingdom

 United States

 Australia

### ENGAGEMENT STATS

- **5,000+** Watch hours / per month
- **99,200+** Monthly Views
- **1.7%** Average engagement rate
- **39,225** Views – top video (2 weeks)



Our audience is actively making purchasing decisions in these categories

## PERFECT BRAND FIT

### 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

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

- A lighter, organic brand inclusion within a regular James & Rob video
- 60–90 sec host-read mid-roll
- The main video topic remains the focus
- Link in video description
- Pinned comment

From **£150–£400** per video

### TIER 2 — DEDICATED SEGMENT

- A featured section within a regular James & Rob video — not a standalone ad
- 2–3 min featured sponsor section
- More product content and exploration
- Possible itinerary integration for your specific use case
- Link in one section of the video + red card
- Pinned comment

From **£400–£600** per video

### TIER 3 — MONTHLY PARTNER

- Ongoing presence across multiple videos
- 2–3 integrations per month
- Priority scheduling
- Monthly performance report

From **£600–£1,200/month**

Booking lead time: 2–3 weeks | Script approval: 5 days before filming | Revision round included  
ADD-ONS: Community post mention | Instagram cross-page post | Pinned comment (30 days)