

TAINOZ

MEDIA KIT // 2026



TAINOZ

CONTENT CREATOR // VIDEO PRODUCER

Finding and rebinding yourself through nostalgia.

I am Stew. A husband and a father. I am training for my first half marathon this November. I put that on camera too. The running, the faith, the business I am still building. Not the finished version. The middle of it.

The men who watch me are carrying a lot. A job, a family, a faith they are trying to hold onto, and something they started years ago and never finished. They do not need another motivational speaker. They need proof it is possible. That is what I make.

PLATFORM OVERVIEW

YouTube and Instagram carry the most active audience right now. TikTok holds the largest following and is in an active rebuild, with 28 day views up 200 percent.



YOUTUBE

@tainoz

PRIMARY PLATFORM

4,860

SUBSCRIBERS

86.8K

VIEWS · 90D

1.8M

LIFETIME VIEWS

3:10

AVG WATCH TIME

424

WATCH HOURS



INSTAGRAM

@tainoztv

FASTEST GROWING

1.1K

FOLLOWERS

97K

REACH · 30D

88×

REACH PER FOLLOWER

4.8K

AVG PLAYS

3.3%

ENGAGEMENT



TIKTOK

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IN REBUILD

116.4K

FOLLOWERS

45K

VIEWS · 28D

4.1M

TOTAL LIKES

+200%

GROWTH · 28D

585

PROFILE VIEWS

122K

TOTAL AUDIENCE

171K

MONTHLY REACH

3.3%

INSTAGRAM ENGAGEMENT

84%+

MALE, ALL PLATFORMS

Sources: YouTube Analytics (May 16 to Aug 14, 2026) · TikTok Creator Analytics (28d) · Instagram Insights (30d). Monthly reach = TikTok 28d views + Instagram 30d reach + YouTube views normalized to 30d. Engagement rate = likes + comments divided by plays across the 12 most recent Reels. The +200% figure is TikTok 28 day growth reported by TikTok Creator Analytics.

AUDIENCE

WHO IS ACTUALLY WATCHING

84%+

MALE

25-44

CORE AGE

Faith adjacent men in a growth phase. Dads. Guys building something on the side while holding down a job and a family. They are not here for gameplay. They are here because the Game Boy is how I get to the part they are actually going through.

AUDIENCE	YOUTUBE	INSTAGRAM	TIKTOK
13-17	18.4%	—	—
18-24	11.4%	29.5%	22.5%
25-34	46.2%	44.4%	55.8%
35-44	19.5%	18.7%	18.1%
45+	4.6%	—	—
25-44 combined	65.7%	63.1%	73.9%
Male	91%	84.8%	84%
Female	8.6%	15.2%	16%
Top country	US 60%	US 71%	—

YouTube from YouTube Analytics, 90 days. Instagram and TikTok from native app insights for the three core age brackets. Dashes are brackets not broken out in those reports.

BRAND COLLABORATIONS

HOW WE CAN WORK TOGETHER

DELIVERABLE	WHAT IT IS	FROM
DEDICATED VIDEO	A full long form episode built around your product. Eight to twelve minutes, written and shot in my voice.	\$950
INTEGRATED SEGMENT	A sixty to ninety second placement inside an episode, woven into the story so it does not feel like an ad break.	\$550
SHORT / REEL / TIKTOK	One vertical video, posted natively. Short form is where the reach lives.	\$300
CROSS POST BUNDLE	One concept, cut three ways for YouTube Shorts, TikTok and Instagram Reels. Best value per dollar of reach.	\$750
USAGE RIGHTS	Paid media and whitelisting on any deliverable. 30, 60 or 90 day terms. Raw files on request.	+40%

Starting rates for a single deliverable. Multi video packages, retainers and exclusivity are quoted separately.

PAST PARTNERS // A SELECTION

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R A Z E R

SHOKZ

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