THE OLDER MILLENNIAL

JOE REDDEN · POLITICS & CURRENT EVENTS COMMENTARY

MEDIA KIT

SPONSORSHIP 2026–27

ABOUT JOE

Joe Redden — "The Older Millennial" — delivers sharp, no-nonsense short-form commentary on politics and current events. Conservative-minded but fiercely independent, Joe calls out corruption and bad-for-America behavior from politicians of **both** parties. His accountability-first voice has built a loyal community that trusts him to say what others won't.

Established across TikTok, Instagram and Facebook, Joe is now expanding into **long-form YouTube** — opening deeper, longer-format integration opportunities for brand partners.

ACCOUNTABILITY-FOCUSED · INDEPENDENT VOICE · SHORT-FORM + LONG-FORM · BRAND-SAFE & MONETIZED

~1.35M
TOTAL FOLLOWERS

~68M
MONTHLY VIEWS ACROSS PLATFORMS

95–98%
US-BASED AUDIENCE

TIKTOK

1M
FOLLOWERS

18.1M
views in the last 28 days

INSTAGRAM

215K
FOLLOWERS

38M
views in the last 30 days

FACEBOOK

114K
FOLLOWERS

12M
views in the last 30 days

YOUTUBE

16K
SUBSCRIBERS

Long-form
new channel format, actively growing

Platform statistics as of November 2026

THE AUDIENCE

95–98%
UNITED STATES

A near-entirely domestic audience. Every impression lands with the US consumers brands want to reach.

Adult Men
PREDOMINANTLY MIDDLE-AGED

An established demographic with purchasing power, household decision-making and brand loyalty.

High Intent
ENGAGED & INFORMED

Viewers who seek out news and analysis, and act on recommendations from voices they trust.

Why it matters: Middle-aged American men are one of the hardest audiences to reach through traditional media, and one of the most valuable. Joe's viewers tune in by choice and value straight talk. That makes an authentic recommendation from Joe a credible, high-conversion channel for products they already buy.

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SPONSORSHIP OFFERINGS

DEDICATED VIDEO

A full short-form video built around your product, written and delivered in Joe's own voice for maximum authenticity.

TIKTOK · INSTAGRAM · FACEBOOK

INTEGRATED MENTION

A natural 15–30 second brand segment woven into a regular commentary video, reaching viewers mid-content.

ANY PLATFORM

INSTAGRAM REEL

A branded Reel on Joe's highest-viewed platform (38M views in the last 30 days), with optional collab posting.

INSTAGRAM

STORY & LINK PLACEMENT

Story frames with swipe-up / link stickers, promo codes and bio-link placement to drive direct, trackable traffic.

INSTAGRAM · FACEBOOK

LIVE STREAM MENTION

Live on-air shout-outs and product callouts during real-time streams, with discussion and Q&A from an active audience.

TIKTOK · YOUTUBE · FACEBOOK

LONG-FORM YOUTUBE INTEGRATION

A 60–90 second host-read ad within Joe's growing long-form videos. Evergreen, searchable and built for lasting returns.

YOUTUBE

MULTI-PLATFORM BUNDLE ★ BEST VALUE

Combine placements across TikTok, Instagram, Facebook and YouTube for full-funnel reach to roughly 1.35M followers and ~68M monthly views. Ideal for launches, flights and ongoing ambassador partnerships. Custom packages, usage rights and exclusivity windows are available.

RATES AVAILABLE ON REQUEST

Custom quotes based on deliverables, timing and exclusivity.

IDEAL BRAND PARTNERS

- **VPN & Privacy** — Data security, identity protection
- **Financial & Gold** — Precious metals, investing, savings
- **American-Made Products** — US-built goods & apparel
- **Tools & Outdoor** — Gear, hardware, outdoor living
- **Men's Health & Grooming** — Wellness, fitness, personal care
- **News & Info Apps** — News, media, reading apps

NON-POLITICAL SPONSORSHIPS

Sponsored products and services are presented as **non-political**. Brand segments are clearly separated from commentary, so partners are never tied to a political position. Your brand reaches the audience, not the debate.

BRAND-SAFE & MONETIZED

- Member of the **YouTube Partner Program**
- Enrolled in **TikTok Creator Rewards**
- Monetized, in good standing on platform policies
- Sponsor segments clearly disclosed

LET'S WORK TOGETHER

Reach millions of engaged American adults with an authentic, trusted voice. Reach out for rates, availability and custom packages.

CONTACT JOE REDDEN

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