



MEDIA KIT · JUNE 2026

# Spark Growth

Personal growth, positivity & mental wellness — reaching millions every month.

**660K**

YOUTUBE SUBSCRIBERS

**388K**

INSTAGRAM FOLLOWERS

**11.7M**

TOTAL MONTHLY VIEWS

## United States

#1 MARKET · ~50% OF INSTAGRAM · 36% OF YOUTUBE

 YouTube

Last 28 days

**660K**

SUBSCRIBERS

**11.2M**

VIEWS (28D)

**2.9M**

UNIQUE VIEWERS

**68K hrs**

WATCH TIME

**80.8%**

AVG % VIEWED

**77.3%**

RETURNING VIEWERS

**0:41**

AVG VIEW DURATION

**2x/day**

POSTING FREQUENCY

TOP PERFORMING VIDEOS

**1 12.8M**

The Gift of True Friendship

**2 5.5M**

Same Parents, Different Childhoods

**3 3.5M**

A Reflection On How You See Yourself

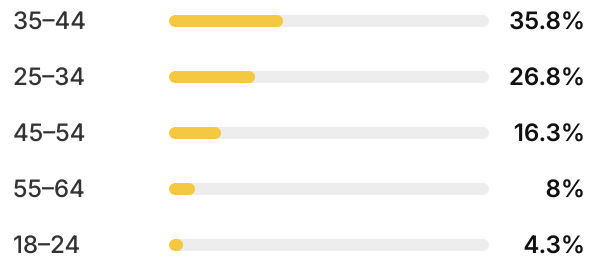
**4 3.2M**

The Cost of Pleasing Adults

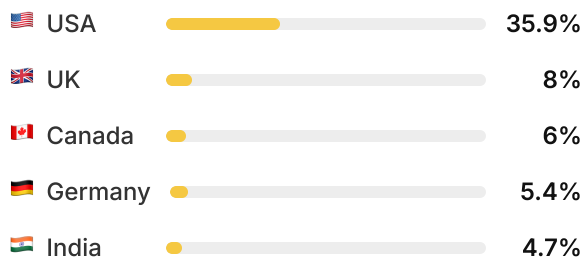
GENDER



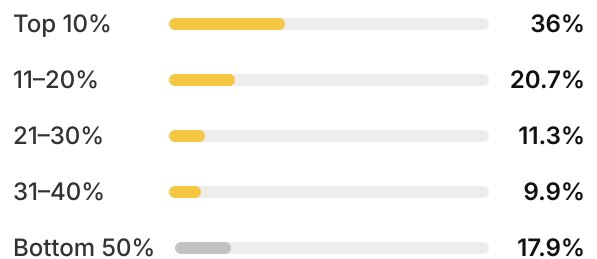
AGE BREAKDOWN



TOP COUNTRIES



HOUSEHOLD INCOME



**388K**

FOLLOWERS

**501.9K**

ACCOUNTS REACHED

**1.17M**

VIDEO VIEWS

**94.8K**

TOTAL INTERACTIONS

**24.4%**

ENGAGEMENT RATE

**70.2%**

NON-FOLLOWER REACH

**99.5%**

REELS FORMAT

**2/day**

POSTING FREQUENCY

INTERACTION BREAKDOWN

**42.3K**

LIKES

**16.4K**

SAVES

**15.9K**

SHARES

**2.5K**

REPOSTS

**864**

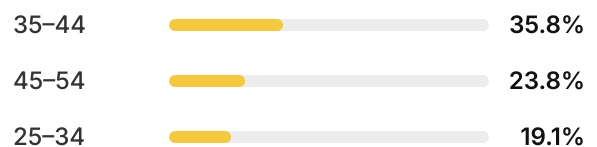
COMMENTS

GENDER (FOLLOWERS)

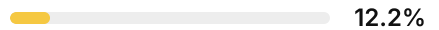


● Male 44.9% ● Female 55.1%

AGE BREAKDOWN (FOLLOWERS)

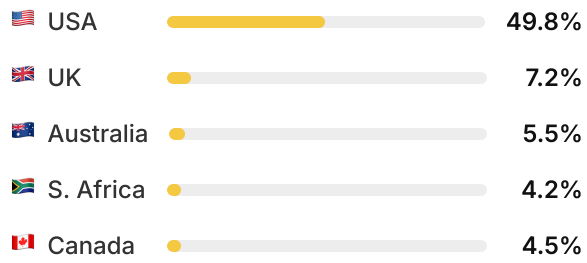


55-64

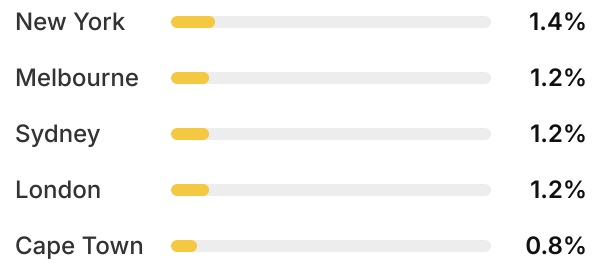


12.2%

### TOP COUNTRIES (FOLLOWERS)



### TOP CITIES (REACH)



## WHY BRANDS PARTNER WITH SPARK GROWTH

#### CORE AUDIENCE

# 35-44

Top age bracket across both platforms — adults with real purchasing power and genuine interest in self-improvement.

#### US MARKET DOMINANCE

# ~43%

Combined US audience share across YouTube (35.9%) and Instagram (49.8%). Anglophone-first reach.

#### HIGH-INCOME AUDIENCE

# 56%

YouTube audience in top 30% household income bracket — well-positioned for financial wellness, health, and premium lifestyle brands.

#### VIRAL REELS ENGINE

# 60+ Reels/mo

2 Reels per day, 70.2% of reach from non-followers. Strong organic discovery at scale.

## Sponsorship Packages

Two models across every short-form placement — lead with **Pay Per Views (CPM)**, which scales with viral Shorts and Reels. Flat / logo rates are the entry, small-brand test tier.

#### YOUTUBE — LONG-FORMAT INTEGRATION

#### 30-60 SECOND INSERTION

# \$2,800

per long-format video · flat rate

Brand insertion within a regular long-format video. 80.8% average viewed — your message reaches a genuinely attentive audience.

- ✓ 30–60 second branded segment
- ✓ Natural integration within content
- ✓ Brand-approved script
- ✓ Link in video description

## YOUTUBE SHORTS

PAY PER VIEWS — CPM

RECOMMENDED

# \$2.75

CPM · starting rate

Pay only for views delivered — the model that scales with a viral Short. Volume tiers reward larger commitments with lower CPM rates.

MINIMUM BUDGET	CPM RATE
\$750 minimum	\$2.75 CPM
\$1,500 minimum	\$2.50 CPM
\$2,250 minimum	\$2.25 CPM
\$2,750 minimum	\$2.10 CPM
\$3,000+	\$2.00 CPM

**Minimum buy: \$750** ≈ 270,000 guaranteed views (at \$2.75 CPM).

**Guaranteed performance:** on CPM / performance deals, the agreed view target is guaranteed. We keep posting until we reach it: if videos underperform, we run as many more as it takes, at no extra cost. (If hitting the agreed views needs 10 videos instead of the planned 5, we run 10.) You're paying for the result, not the post count.

FLAT / LOGO INTEGRATION

ENTRY TIER

# \$300

per Short · small-brand test

A simple, fixed-cost way for smaller brands to test the channel. Brand logo integrated into individual Shorts, with volume discounts.

- ✓ Single Short — **\$300**
- ✓ 5-pack — **\$250/ea** (\$1,250 total)
- ✓ 10-pack — **\$200/ea** (\$2,000 total)
- ✓ Logo placement, brand-approved

**LOGO INSERTION ONLY** — the brand's logo is placed in the video. We do not talk about or mention the product in the content.

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## INSTAGRAM REELS

PAY PER VIEWS — CPM

RECOMMENDED

# \$2.75

CPM · starting rate

Pay for views delivered across Reels — the model that scales with a viral Reel. Same volume tiers as YouTube Shorts: scale your spend, lower your CPM.

MINIMUM BUDGET	CPM RATE
\$750 minimum	\$2.75 CPM
\$1,500 minimum	\$2.50 CPM
\$2,250 minimum	\$2.25 CPM
\$2,750 minimum	\$2.10 CPM
\$3,000+	\$2.00 CPM

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**Guaranteed performance:** on CPM / performance deals, the agreed view target is guaranteed. We keep posting until we reach it: if Reels underperform, we run as many more as it takes, at no extra cost. (If hitting the agreed views needs 10 Reels instead of the planned 5, we run 10.) You're paying for the result, not the post count.

FLAT / LOGO INTEGRATION

ENTRY TIER

# \$250

per Reel · small-brand test

A fixed-cost entry point for smaller brands. Strong engagement for this audience size.

- ✓ Single Reel — **\$250**
- ✓ 7-pack — **\$200/ea** (\$1,400 total)
- ✓ Logo placement, brand-approved
- ✓ 70.2% non-follower reach per Reel

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### **Shorts + Reels, one budget**

Shorts and Reels can run as a single combined CPM campaign at the same rate / value — one performance budget delivering guaranteed views across both formats.

## Full-Platform Bundle

One campaign across YouTube long-format, Shorts, and Instagram Reels. Maximum reach, one conversation.

1× YouTube Long-Format Integration

3× YouTube Shorts

3× Instagram Reels

# \$4,000

flat rate · ~10% below à la carte (\$4,450)

**Boosting & whitelisting:** +50% if the brand amplifies the Short or Reel as a paid ad (through their own account or as whitelisted media); contact us for terms. · **Brand safety:** All integrations are subject to content approval.

Spark Growth reserves the right to decline partnerships that conflict with its mental wellness positioning. ·

**Exclusivity:** Category exclusivity available on request; pricing discussed per campaign.

## Let's work together.

Brand partnerships, sponsored content, and collaborations.

[say@hellosparkgrowth.com](mailto:say@hellosparkgrowth.com)

