

KOLO KINO

# MEDIA KIT



# OUR CHANNELS



[YOUTUBE.COM/@OKOLOKINO](https://www.youtube.com/@okolokino)

[YOUTUBE.COM/@KOLOKINOCODES](https://www.youtube.com/@kolokinoclips)

# ABOUT OUR PROJECT

Kolo Kino is a unique cinematic adventure, dedicated to exploring the depths of the film world. We specialize in detailed biographies, critical reviews, informative documentaries, and in-depth analyses. Each project is a work of art, designed to educate, inspire, and entertain our audience. Our mission is to reveal the untold stories behind the movies, uncovering the intricate details of the film industry, ranging from the journeys of its renowned stars to the creative processes of its filmmakers.

# WHO ARE WE?

We are a small, international team hailing from Ukraine, enriched by our diverse backgrounds and experiences. Over the course of six years on YouTube, we have constantly improved the quality of our content with each project. Our team blends unique talents in filmmaking, photography, editing and writing. This combination allows us to create content that is visually stunning, deeply narrative, and culturally insightful. At 'Kolo Kino', we are dedicated to delivering exceptional cinematic experiences, celebrating the artistry of film through our multifaceted international perspective.

# TRAFFIC & STATISTICS



99.000

SUBSCRIBERS

440 000

AVERAGE VIEWS  
PER VIDEO

215 000

MONTHLY UNIQUE  
VIEWERS



62 000

160 000

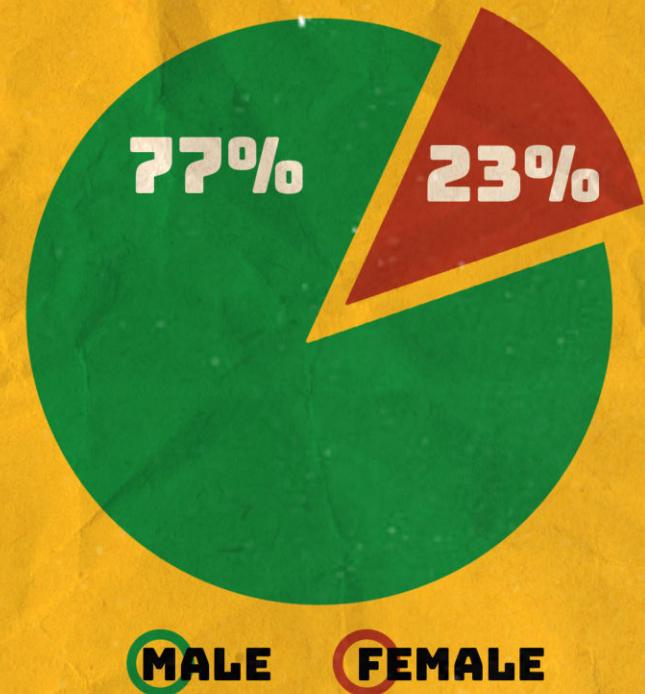
200 000

Our documentary films on directors and actors possess an evergreen quality, maintaining their relevance over time. Unlike other content genres, our documentaries consistently captivate audiences, irrespective of when they were first released. Notably, our viewership experiences significant surges in response to related current events, such as new movie releases, award ceremonies, or major public events featuring the subjects of our documentaries. This enduring appeal ensures that advertising investments in our content yield sustained results, offering advertisers an opportunity for timeless visibility and engagement.

# AUDIENCE DETAILS

## HERE'S WHAT OUR AUDIENCE LOOKS LIKE:

Focused on cinephiles across all ages, Kolo Kino particularly resonates with the 25-54 age demographic, notably males who make up a significant 63.3% of our viewership. Despite this focus, our channel's timeless and educational nature attracts a wide spectrum of viewers, from young adults in the 18-24 range (8%) to seniors 65 and above (11.81%). Our audience comprises individuals deeply interested in cinema and culture, offering advertisers a unique opportunity to reach a diverse and engaged group who appreciate high-quality content.).



## TOP GEOGRAPHIES

UNITED STATES	46.7%
UNITED KINGDOM	13.9%
CANADA	5.9%
AUSTRALIA	4.3%
GERMANY	2.4%

Our audience doesn't just watch — they tune in. A remarkable 56.5% of our viewers experience 'Kolo Kino' on their television screens. This dominant presence on TV not only speaks to the cinematic quality of our documentaries, but also translates into significantly higher engagement with sponsored content. Viewers on large screens are far less likely to skip forward, and because we integrate sponsorships directly into the narrative flow, our skip rate remains exceptionally low — just 4%. This makes our channel an ideal environment for seamless, story-driven brand exposure.

Our audience at 'Kolo Kino' spans across continents, with a significant viewership rooted in the United States, accounting for 46.7% of our views. This strong American base is complemented by substantial audiences in the United Kingdom, Canada, Australia, and other regions, reflecting our global appeal. Major cities like Los Angeles, New York, London, Sydney, and Melbourne lead in viewership, showcasing our content's resonance in key cultural and cinematic hubs.

## TOP DEVICES

TV	56.5%
MOBILE PHONE	20.4%
COMPUTER	17.4%
TABLET	5.7%

# OUR MOST POPULAR CONTENT - FILMOGRAPHY

CAPTURING THE ESSENCE OF CINEMA LEGENDS, OUR DOCUMENTARIES  
COMBINE ARTISTIC DEPTH WITH ENDURING APPEAL.



VIEWS	WATCH TIME
2,3M	550k HOURS
1,9M	630k HOURS
1,7M	430k HOURS



VIEWS	WATCH TIME
1,2M	305k HOURS
1,1M	835k HOURS
655k	160k HOURS

# SPONSOR OPPORTUNITIES

Kolo Kino offers dynamic and engaging opportunities for sponsors to connect with a dedicated and cinema-savvy audience. Our approach to sponsored content is crafted to ensure seamless integration and maximum engagement.

Our typical sponsorship package includes:

1. Developing scripts that dynamically integrate advertisements into the narrative of our documentaries, ensuring a natural fit with the content.
2. Editing the sponsor's message into the first 5 minutes of our videos for a harmonious and entertaining integration.
3. Including direct links to the sponsor's products or services in the video description for easy viewer access and interaction.

The trust in us as creators ensures that our advertising integrations are likely to be fully viewed, with less than 4% of our audience skipping ads. It's essential that advertised products align with our film-focused theme, making multimedia technology a preferred choice.

# PREVIOUS ADVERTISING EXPERIENCE

## OUR APPROACH TO INTEGRATING ADVERTISING WITH CONTENT

Alongside the two channels highlighted in this media kit, we also operate a Ukrainian channel 'коло кіно', boasting over 235,000 subscribers. Prior to the Russian attack, this channel was actively engaged in integrating advertising within our documentaries. A prime example of our advertising integration is seen in the Joaquin Phoenix biography, sponsored by XGIMI, where the ad placement seamlessly follows the intro. This demonstrates our proficiency in embedding advertising in a manner that is both natural and enriching to the storytelling.



**CONTACT US**

**DON'T BE A STRANGER!**

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