



ITBEARD

MEDIAKIT 2022

Show

The ITBeard YouTube-show started on since the beginning of 2018 and is designed to show the IT-sphere from the inside.

Our mission is to introduce the audience to IT professions, programming languages, popular technologies, directions, companies and significant people from the sphere.

The audience of the show is Russian-speaking beginners and continuing IT professionals, living both in the former CIS countries and beyond.

Author

The author of the show is Alexey Kartynnik, known as Lex ITBeard, who has been working in IT since 2012 as a Software Engineer and Community Consultant.

Working in IT in parallel with the creation of new episodes of the show allows Alexey to better understand the needs and desires of his audience.



GENERAL YOUTUBE STATS

20 MLN.

VIEW

300 THOUS.

SUBSCRIBERS

100 THOUS.

AVERAGE VIEWS PER
EPISODE

YOUTUBE STATISTICS FOR 2021

7 MLN.

VIEW

1,8 MLN.

HOURS OF PEOPLE
WATCHING CONTENT

77 THOUS.

PEOPLE
SUBSCRIBED

CONTENT FOR 2021

30

BIG EPISODES

7

LIVE-STREAMS

6

SHORTS

23

EPISODES FOR
SPONSORS

INTERESTING FACTS

- in 2021, 4 of the show's guests had PhD
- Each episode gains about 50,000 more views and listens on platforms other than YouTube
- The most popular interview on the channel more than three hours long.

Audience

The audience of the show is people who are actively interested in IT or already work in it.

50% of the audience are knowledge seekers starting their way: students, representatives of other professions who want to move to IT.

10% of the audience work in IT up to one year.

30% of the audience have been in IT for 1-5 years.

10% of the audience had been in IT for more than five years.

Programmers, testers and managers form the backbone of the audience.

The channel is also watched by representatives of other areas: HR, PR and company executives.

SEX



AGE



COUNTRIES



The statistics do not show the countries with the percentage of the audience on the channel <= 1%. There are more than 80 such countries

Community

In order to facilitate communication and content consumption, as well as to attract new audiences, a number of platforms have been created that develop in parallel with YouTube.

Each of the platforms contributes its own personal value and is part of the global community building around the ITBeard show.

Platforms

Telegram - used for alerts of new episodes, additional materials to episodes, useful content for the audience.

Instagram - backstage from the filming, spoilers of new episodes, personal life of the community leader.

Twitter - an uncensored portion of the community leader's personal opinion.

Discord - live communication between community members online.

Mave.digital - audio distribution to all major podcast platforms.

AUDITORY OF OTHER PLATFORMS



26 THOUS.



17 THOUS.



12 THOUS.



9 THOUS.



4 THOUS.

The total audience of the show, not including subscribers to the YouTube channel, is more than 60 thousand people

Commercial cooperation

- YouTube pre-rolls and integrations
- Sponsored episodes
- Telegram ads
- Instagram ads
- IT-event hosts
- Ambassadorship
- Barter

These are the main types of cooperation that have already been tested and work.

We are always ready to consider your proposals for new types of cooperation.



We've been partnered with



And other brands!

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Detailed information about types of cooperation, statistics and prices is available at the contacts above