

STRATEGIC PARTNERSHIP

# TYLER RASCH

2026 MEDIA KIT



# The Intellectual Icon

## Korea's Most Trusted Voice

### Household Name (국민적 인지도)

- ★ The single best-known foreign personality in Korea. Delivers immediate familiarity and deep trust.

### Serial Entrepreneur

- 💼 Co-Founder of Wave Entertainment.& Kalphabets (한글과자).  
Speaks the language of business and policy.

### Academic Authority

- 🎓 Former staff at the US Senate Judiciary Committee. Master's in Political Science @ Seoul National University & International Studies @ University of Chicago.



# Media Ecosystem Influence and Reach



**675K+**

YouTube Subscribers  
Tyler's View / 타일러볼까요



**1M+**

Total Followers  
Across All Platforms



**4.5M+**

Monthly Views  
Ecosystem Total



# Tyler Rasch Instagram

## Influence and Reach



**245K+**

Followers



**1.7M+**

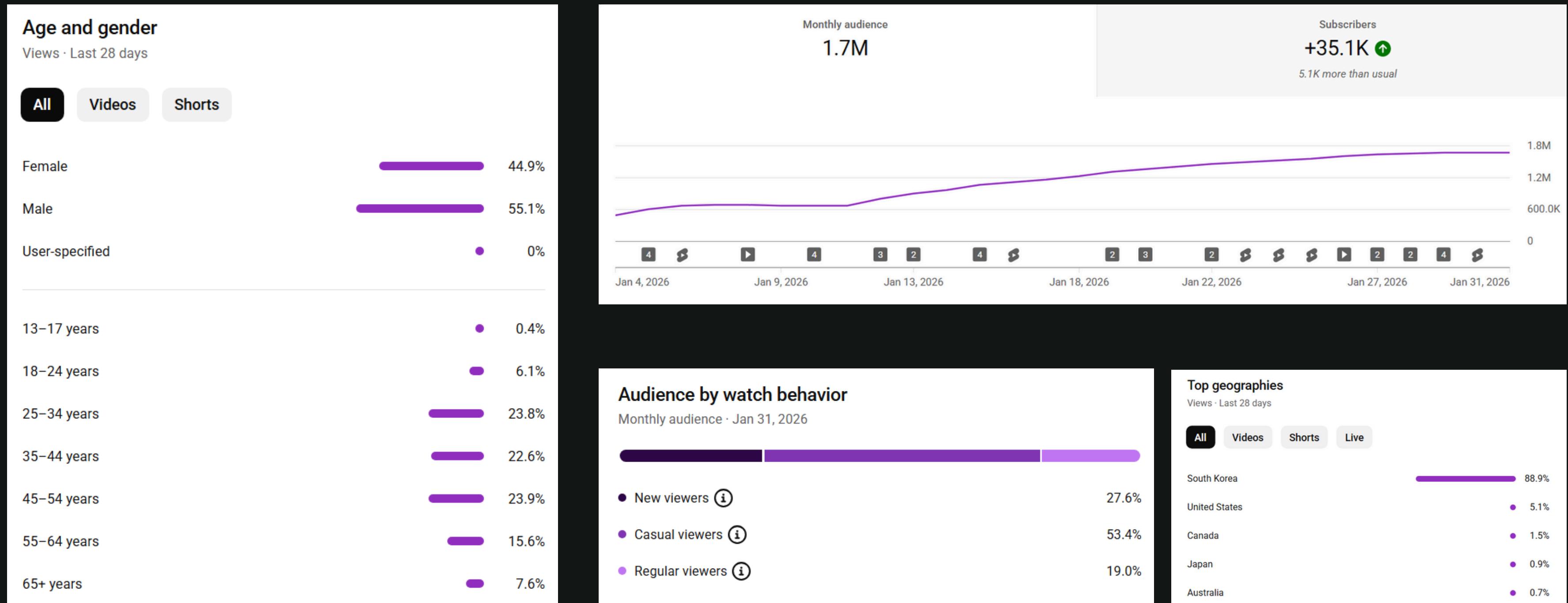
Monthly Views



**113K+**

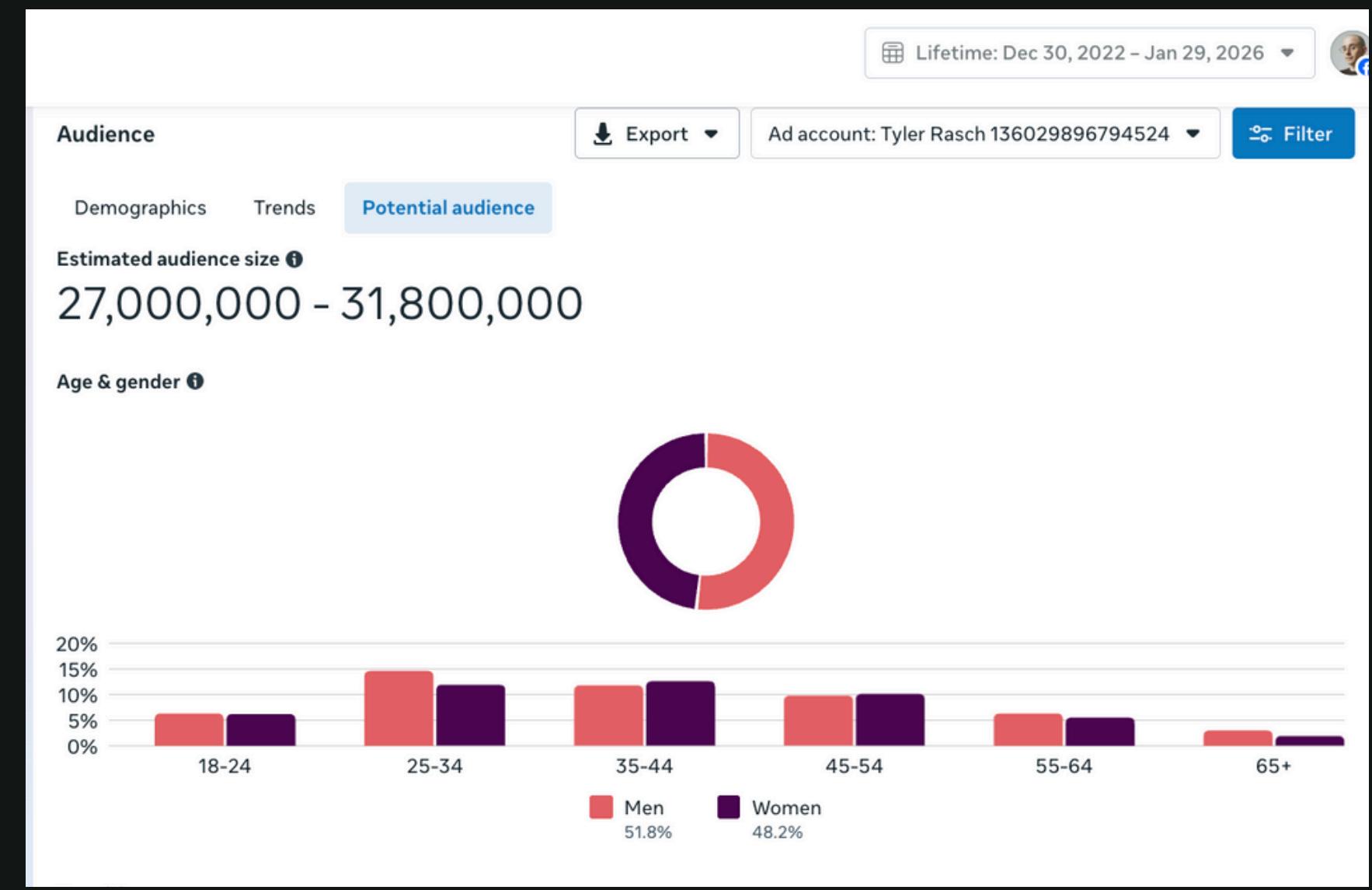
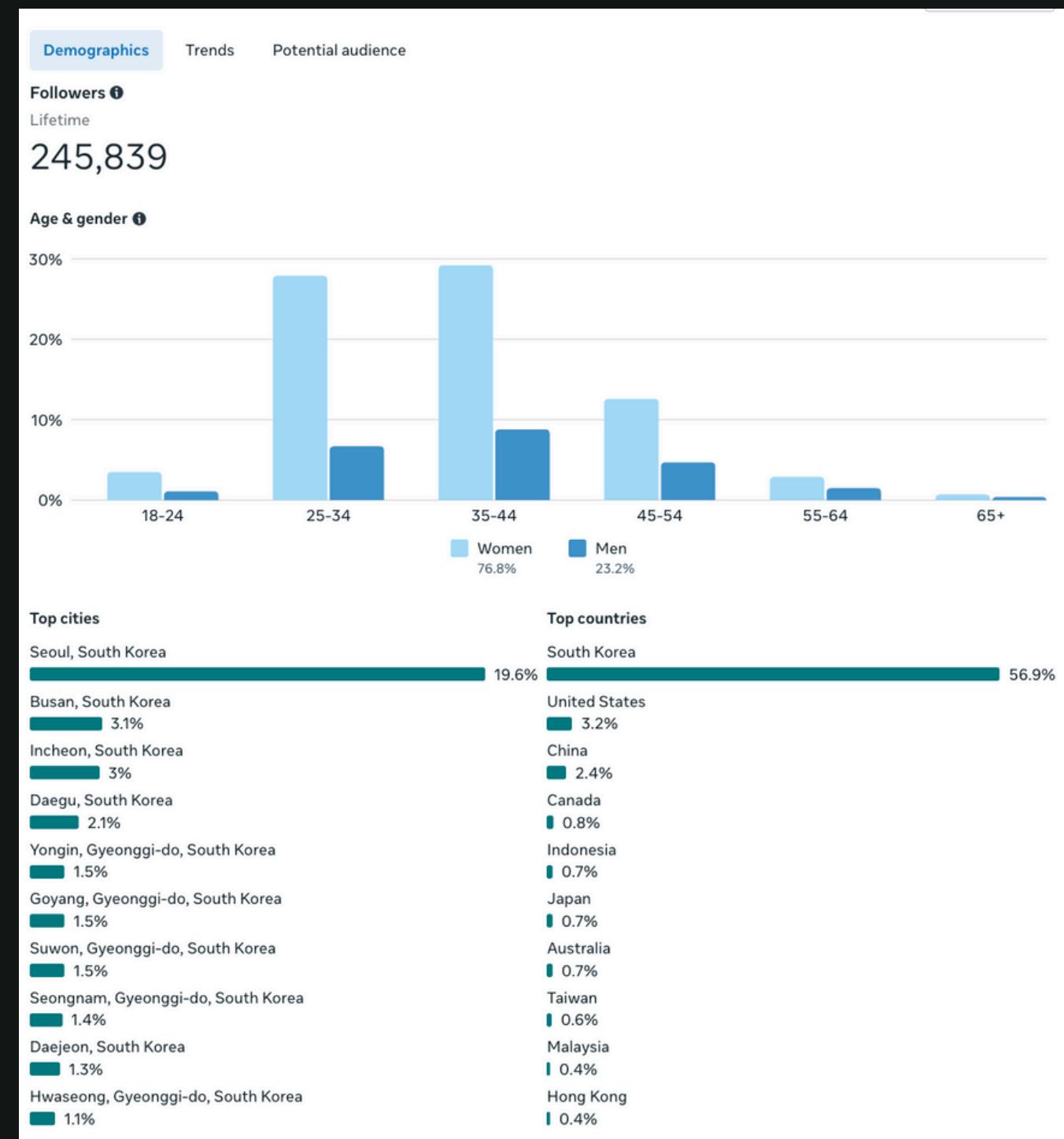
Monthly Reach

# Youtube Audience Data (Last 28 days)



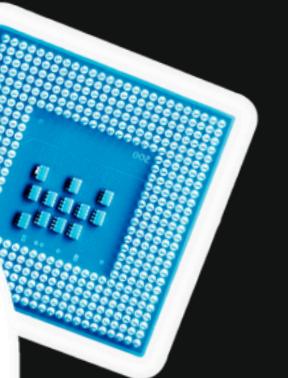
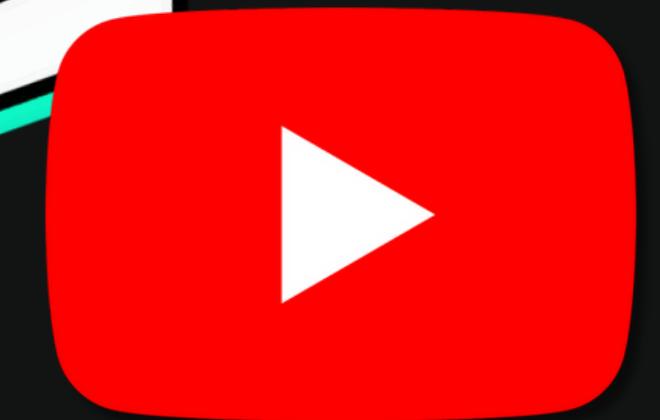
# Meta Audience Data

## (Last 28 days)



\*Lifetime data only

# Erfahrung

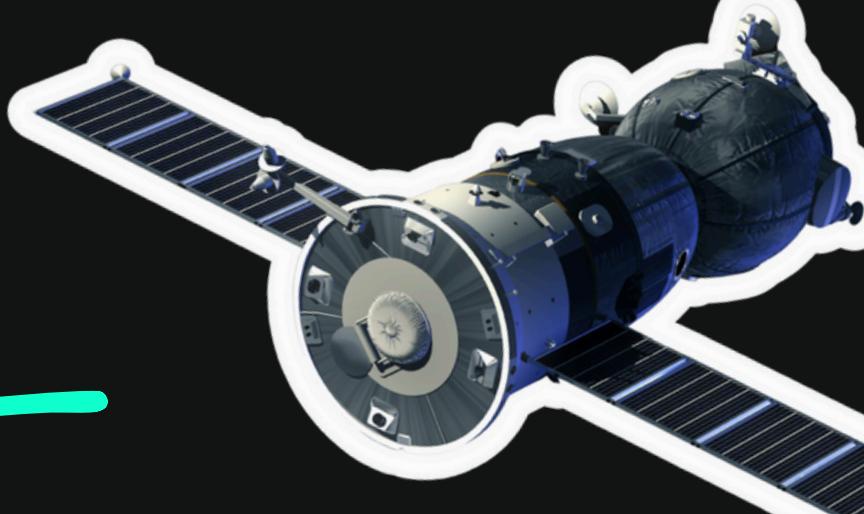
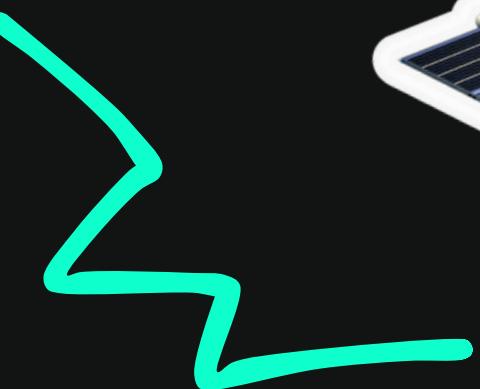
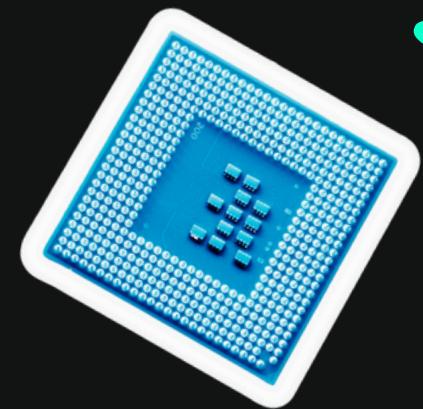




# VALUE & VISION

Looking at the big picture in  
this fast moving world

=



Inspire informed and  
meaningful choices by  
fostering an understanding of  
our rapidly changing world

# The Economic Engine

## Targeting High Purchasing Power

### ◎ Core Demographics

**Core Age:** 25 - 44 (70%)

**Gender:** Male 53% / Female 47%

The "Active Economic Class" leading consumption trends.

### 📺 Viewing Habits

**High Attention Span**

48% "Lean-Forward" Viewing (PC + TV Screens).

**Smart Learners**

Viewers are learning and exploring, not just scrolling.

# Why Partner?

## Unique Value Proposition



### Unrivaled Authority

#### Intellectual Leadership

Partnering with Tyler signals that your brand is sophisticated, intelligent, and trustworthy.



### Brand Safety

#### Risk-Free Environment

A clean platform free from sensationalism. Preferred by major global corporations.



### Thought Leadership

#### Future-Facing Values

A trusted voice on Climate, ESG, and Economy. Bestselling author of "Second Earth".

# Tylerbolkkayo

## In-depth Talk

#World · #Society · #Language · #Economy

 <p>관세 전쟁은 왜 하는 걸까?   트럼프 관세 정... 안녕하세요, 여러분! 타일러입니다. 오늘은 관세에 대해 알아볼 건데요! 관세는 단순한 경제 보...</p>	1,820,479	 <p>해외 유학 없이 영어를 유창하게 하는 방법 (... 안녕하세요 타일러입니다 최근 제 고향에 다녀오면서 미국의 명실상부한 언어 몰입교육기관(미...</p>	1,678,220
 <p>나이에 상관 없이 언어를 배우는 가장 현실... 안녕하세요 타일러입니다! 오늘은 나이 상관 없이 언어를 잘 할 수 있는 방법을 알려 드릴게요! #영...</p>	1,728,902	 <p>외국어가 정말 늘고 싶으면 이 영상을 보세요 #외국어 #영어 #타일러 #언어 #외국어공부 안녕하세요, 타일러입니다. 오늘은 우리가 외국어...</p>	1,662,310
 <p>해외 유학 없이 영어를 유창하게 하는 방법 (... 안녕하세요 타일러입니다 최근 제 고향에 다녀오면서 미국의 명실상부한 언어 몰입교육기관(미...</p>	1,678,220	 <p>한국어를 배우는 외국인들이 많아지는 이유 A/B Test completed</p>	767,357
 <p>외국어가 정말 늘고 싶으면 이 영상을 보세요 #외국어 #영어 #타일러 #언어 #외국어공부 안녕하세요, 타일러입니다. 오늘은 우리가 외국어...</p>	1,662,310	 <p>2800명 자산가 유출, 진짜 문제가 무엇일까... "올해 한국의 최상위 부유층 2,800명이 해외로 떠날 것이라는 전망이 나왔습니다." 헨리 앤 파...</p>	692,781

# Candid Couch

## Guest Talk Show

Broad Spectrum of Guests: Experts to Celebrities



Hyunwoo Sun

#LanguageLearning



Jiyoon Kim

#ChangingWorldOrder



DinDin

#EnglishObsessedKorea



Suji Lee

#Mimicry\_vs\_Satire

# Walk with Tyler

## VLOG Content

Travel and Culture



NEW YORK

ISTANBUL

MUNICH

# YouTube Collaboration Partnership Cases

 **Branded Content** 10-min Deep Dive feature. A premium format where brand philosophy meets Tyler's insight.

 **Simple PPL** 30-60s Spot. Clean delivery with clear disclosure, integrated naturally into content.

 **YouTube Shorts** Vertical Viral Content (Under 60s). Designed for high reach and quick engagement.

 **Traffic Boosters** Pinned Comments & Community Tabs for direct clicks and conversion.



# Branded Content

## Branded Advertisement Episodes

| SKT



| LG



ⓐ [The Neuroscience Behind Comfortable Design](#)

ⓐ [Why Koreans Can't Live Without Ice](#)

| Cooper Vision



| Ministry of Employment and Labor



ⓐ [Plastic Neutrality: The New Economic Model Changing the Future](#)

ⓐ [The Real Reason Koreans Are Poorer Than Germans Despite Working Two Months More a Year](#)

# PPL Content

## Product Placement Advertisement

| NOOGI



[Video Link](#)



| 8AMPM



[Video Link](#)



# Social Network Channel

## Promotional Platforms

### Instagram

@tyleroninsta (245K) & @tylerbolkkayo (30K)

**Reels Collab:** Simultaneous posts to both personal and channel accounts.

**Carousel:** High-quality photos with sincere, long-form captions.

**Stories:** 24-hour visibility with direct link stickers for traffic.

### Insight Channels

Threads, X (Twitter) & LinkedIn

**Threads Series:** Storytelling ads connecting 5-6 posts for deep info delivery.

**LinkedIn B2B:** Professional articles for corporate image, ESG, and recruiting.

**Short Opinions:** Impactful thoughts on brand issues and tech (RT diffusion).

# Base Rate (VAT excluded)

## Standard Rate



### Branded Content KRW 60,000,000

Brand-tailored storytelling (Main Episode)

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- 
- 

Length: Approx. 10 mins



### PPL KRW 30,000,000

Condensed promotion within the main episode

Length: 1 min 30 secs



### Social Media Ad KRW 15,000,000

Promotional content for SNS

Length: 1 min

# ACCOR X TYLER

## Partnership Rates

### Strategic Promotion

Purpose: Targeted promotion of Accor's specific key selling points (Ad Campaigns, New Openings, Lectures, etc.)

Application: Upon Accor's request (Inbound) or during full-scale campaign execution

**Provided by Accor:** Accommodation Support + Content Production Fee

**Exposure (Tyler) :**

- Format: YouTube Branded/PPL, Strategic Instagram Posts, Offline Lectures, etc.
- Content: Planned content reflecting pre-agreed Key Messages

**Special Offer :**

★ To establish an initial partnership with **Accor**, a **50% discount off the standard Rate Card will be applied to the first 3 projects**

# ACCOR X TYLER

## Partnership Rates

### Autonomous Barter

Purpose: Providing convenience for Tyler's business trips/travels and achieving natural brand exposure

Application: Upon Tyler's request or necessity

**Provided by Accor:** Accommodation Support + Content Production Fee

**Exposure (Tyler):**

- Format: Self-filmed Instagram Reels + Stories
- Content: Uploading genuine, spontaneous impressions from the site without guidelines
- Frequency & Length: Flexible based on on-site conditions (Minimum 1 Reel guaranteed)

**Features :** No forced advertising scripts or mandatory hashtags; ensures the most natural viral effect

PARTNERSHIP INQUIRY

Join **Tyler** in 2026  
for your brand success

[contact@tylerrasch.com](mailto:contact@tylerrasch.com)