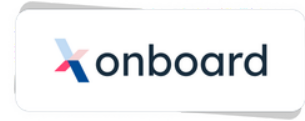


# THEBOOKKEEPINGCHANNEL

Email: [us@thebookkeepingchannel.com](mailto:us@thebookkeepingchannel.com)

YouTube: [@thebookkeepingchannel](https://www.youtube.com/@thebookkeepingchannel)

Website: [www.thebookkeepingchannel.com](http://www.thebookkeepingchannel.com)



## ABOUT US

The Bookkeeping Channel empowers **business owners** to take control of their finances.

Through trusted, practical content, we help **simplify** the *financial side of running a business* so owners can focus on what they do best.

With **two decades of experience** in small businesses, we bring real-world insight into what small businesses need to thrive.

That's why we take care to partner with brands that **help small businesses** work smarter and grow stronger.

*Mark & Petrina Cunningham*



## CHANNEL STATS

Total  
Subscribers

**41K+**

Total  
Views

**4.3M**

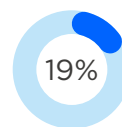
Average Views  
per Month

**118K**

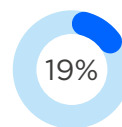
Impressions  
click-through

**7.6%**

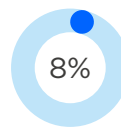
## AUDIENCE INSIGHTS



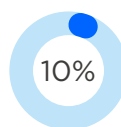
USA



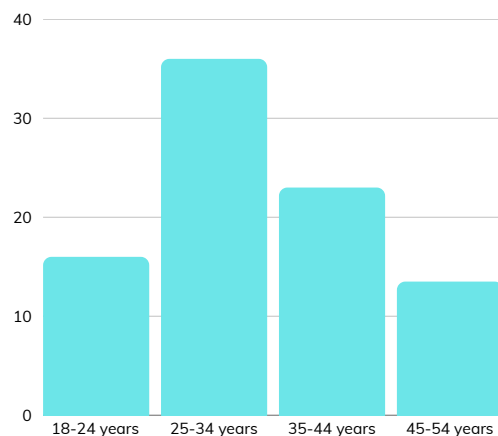
Australia



UK



India



**42%**



**58%**

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## SPONSORED VIDEO PRICES (AUD)

TYPE	PRODUCTION FEE	DISTRIBUTION FEE
<b>Mention</b> 20-30 seconds	\$500	\$500
<b>Dedicated Video</b> Up to 5 Minutes	\$2,000	\$1,000
<b>Dedicated Video</b> 5+ Minutes	\$2,000+	\$1,000

## SPONSORED VIDEO TYPES

**Mention:** a short showcase of your business or product within a non-dedicated video. We include the mention as early as possible in the video and usually start with a statement such as: “brought to you by (brand name)” or “this video is sponsored by (name).”

**Dedicated Video:** a long video that focusses entirely on your brand, where we demonstrate and explain your product’s features so potential customers clearly understand how it helps them.

## COLLABORATION

We prioritise building long-term strategic partnerships over one-off endorsements to ensure your brand gains traction with our audience. The structure and time frame of our content partnership ranges from one-time to full-year agreements with frequencies such as weekly or monthly.

Because every sponsor is different, we openly negotiate a framework that aligns with both our goals and pricing is based on the production scope and time required to produce high quality content.

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