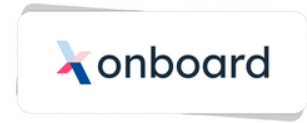


THEBOOKKEEPINGCHANNEL

Email: us@thebookkeepingchannel.com

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

Website: 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.

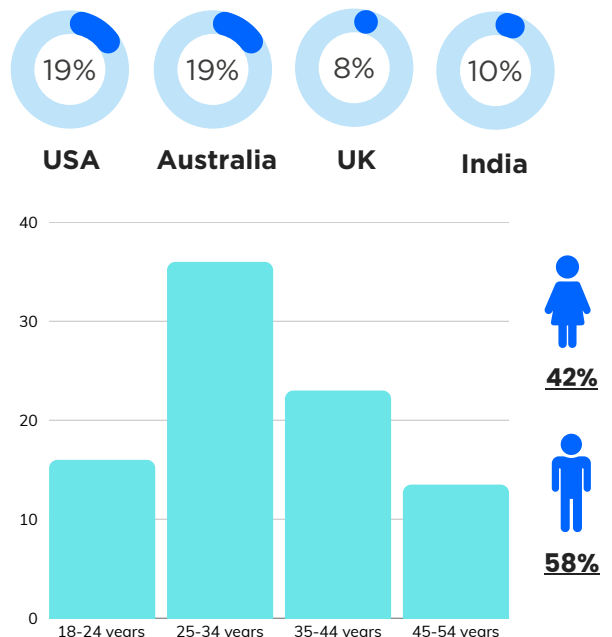
With **two decades of experience** in small businesses, we bring real-world insight into what small businesses need to thrive.

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

Mark & Petrina Cunningham



AUDIENCE INSIGHTS



CHANNEL STATS

Total
Subscribers

41K+

Total
Views

4.3M

Average Views
per Month

118K

Impressions
click-through

7.6%

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SPONSORED VIDEO PRICES (AUD)

TYPE	PRODUCTION FEE	DISTRIBUTION FEE
Mention 20-30 seconds	\$500	\$500
Dedicated Video Up to 5 Minutes	\$2,000	\$1,000
Dedicated Video 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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PARTNER RATES (AUD)

- Mention (10-20 secs) \$500
- Dedicated video (5 mins) \$1,500
- Longer videos Negotiable

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 quarterly and bi-annual to full-year agreements.

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.

MENTION

A mention is a short statement said at the beginning of a video like this: "brought to you by (brand name)" or "this video is sponsored by (name)."

We will make the mention within the first 60 seconds of the video and include a description of what the business/product does.

DEDICATED VIDEO

A dedicated video focusses entirely on your brand, where we demonstrate and explain your product's features so potential customers clearly understand how it helps them.

SPONSORS INCLUDE



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