

KOLO KINO

MEDIA KIT



OUR CHANEL



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

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 Spain and 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



157 000

330 000

1 MILLION

SUBSCRIBERS

**AVERAGE VIEWS
PER VIDEO**

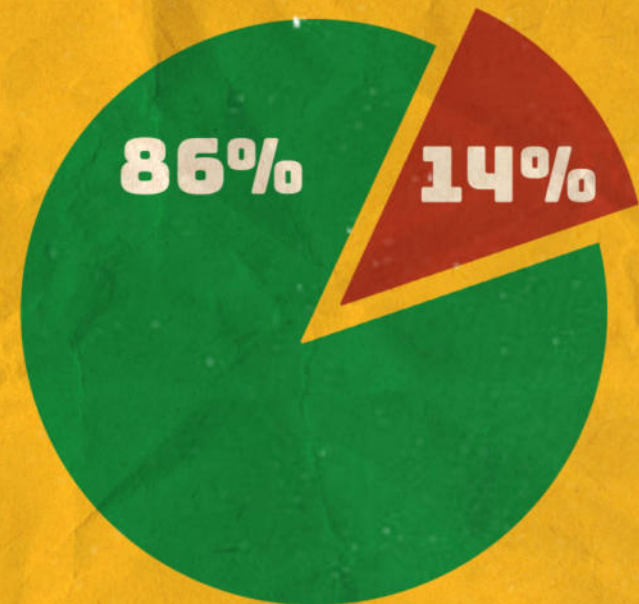
**MONTHLY UNIQUE
VIEWERS**

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.

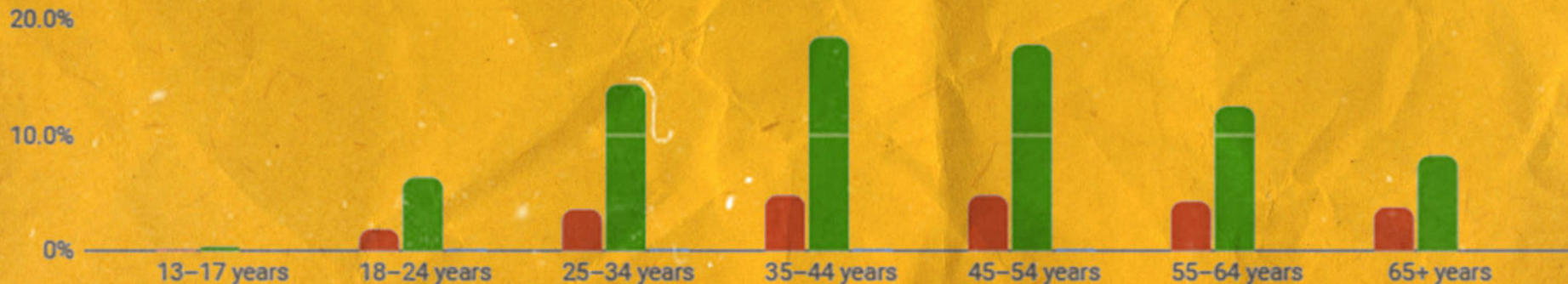
AUDIENCE DETAILS

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.).



MALE **FEMALE**



GEOGRAPHY

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. This diverse yet focused geographic distribution presents a unique opportunity for advertisers targeting both global and specific local markets, especially within the U.S.

TOP GEOGRAPHIES

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

OUR MOST POPULAR CONTENT - FILMOGRAPHY

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



VIEWS

3,0M

**WATCH
TIME**

**275K
HOURS**



2,5M

**602K
HOURS**



2,0M

**680K
HOURS**



VIEWS

1,9M

**WATCH
TIME**

**497K
HOURS**



1,2M

**319K
HOURS**



1,2M

**140K
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 14%** 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 channel 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.



Watch the integration:
youtu.be/XZ1h5FB1hx4?t=80

CONTACT US

DON'T BE A STRANGER!

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