

ADVERTISER MEDIA KIT

TBX UNFILTERED



UPDATED OCTOBER 22, 2026

A closer look. A stronger connection.

Independent, live-first programming with Glen and Jennifer. Evidence-focused conversations, expert guests, on-location reporting, and a community that joins in.

SEPTEMBER 21 - OCTOBER 18, 2026

TBXUnfiltered.com | YouTube @TBXUnfiltered | A TBXGO brand

AUDIENCE + PERFORMANCE

REAL ATTENTION. ROOM FOR YOUR BRAND.

316,719

VIEWS

67,079.1

WATCH HOURS

+2,426

NET SUBSCRIBERS

9,951

TOTAL SUBSCRIBERS

83.4%

FEMALE AUDIENCE

91.9%

AGE 45+

89.1%

UNITED STATES VIEWS

45.4%

TV WATCH TIME

YouTube Studio, September 21-October 18, 2026. Watch hours are calculated from estimated minutes watched.

Net subscribers equal subscribers gained minus subscribers lost. Total subscribers are calculated through October 18.

Audience percentages reflect available viewer data and may change as YouTube processes data.

PROGRAMMING

BUILT FOR DEEPER VIEWING.

TBX Unfiltered combines live conversations, developing true-crime coverage, expert interviews, and on-location reporting. The format gives viewers time to engage with the story - and gives brand partners room to communicate clearly.

01 LIVE CONVERSATIONS

Host-led discussions and audience participation around developing stories.

02 EXPERT ACCESS

Interviews with investigators, reporters, attorneys, and people close to the story.

03 FIELD COVERAGE

On-location reporting and road broadcasts that bring the audience closer.

LONG-FORM CONVERSATIONS. DISTINCT PROGRAMMING FORMATS.

SPONSORSHIP OPPORTUNITIES

A PARTNERSHIP THAT BELONGS HERE.

PRESENTING SPONSOR

Opening recognition and visual brand presence within an agreed episode or series.

LIVE HOST READ

A 30-60 second host-delivered message at a natural program break.

SPONSORED SEGMENT

A 2-4 minute demonstration, explainer, or relevant product story.

FIELD / ROAD SPONSOR

Support a travel day, on-location package, or reporting logistics segment.

PRODUCT INTEGRATION

Authentic on-camera use in studio, travel, tech, home, or lifestyle settings.

CROSS-PLATFORM PACKAGE

Explore YouTube, website, community posts, social support, links, and codes.

Sponsorship opportunities are subject to availability, audience fit, and an agreed campaign scope. Pricing is customized by placement, campaign length, usage rights, and category exclusivity. Paid messages are clearly identified; sponsors do not control editorial conclusions.

PARTNERSHIPS

LET'S BUILD THE RIGHT PACKAGE.

Reach viewers through Glen and Jennifer, the live show, field coverage, and the community around TBX Unfiltered.

NATURAL BRAND FIT

Automotive & road / Travel & hospitality / Mobile & connectivity / Consumer tech / Home & lifestyle / Financial & insurance / Streaming & books

CAMPAIGN REPORTING

Placement plan and integration notes | Views, watch time, and engagement | Click or offer-code tracking where applicable | Post-campaign performance summary

START A CONVERSATION

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