ADVERTISER MEDIA KIT

# TBX UNFILTERED

UPDATED NOVEMBER 12, 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.

**1 MILLION+ LIFETIME CHANNEL VIEWS**

1,229,519 VIEWS | 14,000 SUBSCRIBERS | LAUNCHED JULY 3, 2026

OCTOBER 13 - NOVEMBER 9, 2026

TBXUnfiltered.com | YouTube @TBXUnfiltered | A TBXGO brand

AUDIENCE + PERFORMANCE

# REAL ATTENTION.
# ROOM FOR YOUR BRAND.

**431,637**

VIEWS

**205,659.2**

WATCH HOURS

**+4,247**

NET SUBSCRIBERS

**14,000**

TOTAL SUBSCRIBERS

**79.9%**

FEMALE AUDIENCE

**88.1%**

AGE 45+

**85.9%**

UNITED STATES VIEWS

**47.3%**

TV WATCH TIME

YouTube Studio, October 13-November 9, 2026. Watch hours are calculated from estimated minutes watched.

Net subscribers equal subscribers gained minus subscribers lost. Total subscribers are calculated through November 9.

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

PROGRAMMING + PROVEN PERFORMANCE

# BUILT FOR DEEPER VIEWING.

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**

Hosted discussions and audience participation around developing stories.

02 **EXPERT ACCESS**

Investigators, reporters, attorneys, and people close to the story.

03 **FIELD COVERAGE**

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

LATEST 10 COMPARABLE FULL-LENGTH LIVE PROGRAMS THROUGH NOVEMBER 9, 2026

| 41,152 | 21,065.7 | 30.7 |
|---|---|---|
| AVERAGE VIEWS / PROGRAM | AVERAGE WATCH HOURS / PROGRAM | MINUTES WATCHED / VIEW |

## TOP PROGRAMS IN THE SAMPLE

| | | |
|---|---|---|
| 01 | Chris McDonough on Nancy Guthrie: The Truth We Need to Find | 127,264 VIEWS |
| 02 | Jennifer's Out. Glen's Up to Bat! Nancy Guthrie LIVE w/ Monks Intrigue & Patriot Pride | 62,552 VIEWS |
| 03 | Lindemans Found: Family Speaks on the Details You Haven't Heard | 50,873 VIEWS |

Source: authorized YouTube Studio analytics. Sample includes the latest 10 completed TBX live programs of at least 60 minutes published through November 9, 2026; brief, interrupted, road-trip, trailer, and Short-form streams are excluded.
Views and watch time are historical observations, not guaranteed sponsor reach or future performance.

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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