



YOUTUBE CREATOR MEDIA KIT

A PITTSBURGH FOOTBALL AUDIENCE THAT SHOWS UP.

Fast-moving Steelers coverage, strong personality, and a loyal U.S. audience built around football, culture, and year-round conversation.

3.6M

VIDEO VIEWS

PERFORMANCE WINDOW

PAST 28 DAYS

Current campaign-ready channel momentum

18.5K

WATCH HOURS

1.8M

ENGAGED VIEWS

70K+

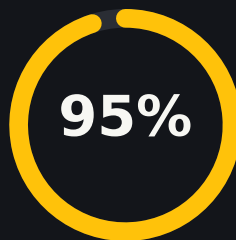
LIKES

AUDIENCE SNAPSHOT



MALE AUDIENCE

Direct male consumer reach



UNITED STATES

Highly concentrated U.S. reach

CORE AGE

25-45

Majority audience





PARTNERSHIP OPPORTUNITIES

BUILT FOR BRANDS THAT WANT ATTENTION AND TRUST.

Off-season Productions places brands inside the conversation with natural host-read integrations, useful product context, and a sports audience that is 95% male and 95% United States.

01 CAMPAIGN FORMATS

- **60-second integrations**
Built into long-form videos
- **Short-form sponsor features**
Fast, repeatable reach
- **Dedicated product spotlights**
Focused brand storytelling
- **Community posts**
Direct audience touchpoints
- **Monthly multi-format packages**
Consistent campaign presence

02 AUDIENCE FIT

A U.S.-heavy male audience: 95% male, 95% United States, with a core age band of 25 to 45.

HIGH FREQUENCY

Always-on football conversation

NATURAL DELIVERY

Creator-led, host-read messaging

STRONG TARGETING

95% male and 95% U.S.

LET'S BUILD THE RIGHT CAMPAIGN.

Custom packages are available around campaign goals, timing, and deliverables.

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