

MEDIA KIT · WINTER 2026/27

BUILT FOR THE LONG WAY ROUND

Jason, Mareike, our baby daughter and Rocket the dog. We live full-time in our self-built 1986 Steyr 12M18 expedition truck and are travelling Europe. This winter: Portugal, southern Spain and possibly Morocco.

OUR STORY

We **sold everything we owned in Australia** and bet it all on a truck. Five vehicles and 30,000 km across Australia taught us what a family home on wheels needs. Then we spent **8 months building the Steyr** in Germany.

The build is finished, and since August 2026 we've been **on the road full-time**. We make YouTube long-form, Reels and Shorts in English, and we work with brands in English and German. Behind the camera is **Jason, with 20 years as a film producer, shooter and editor**.

> **"WE REALLY ADMIRE YOUR STYLE AND ENGAGEMENT WITH YOUR AUDIENCE."**
>
> Reolink, inbound partnership request, 2026. They approached us, and their camera is now fitted to the back of our truck.



Jason, Mareike & Rocket

SMALL CHANNEL. STEEP CURVE. REAL ENGAGEMENT.

16% ENGAGEMENT. 81% NEW VIEWERS.

We're a young channel, with 1,000+ Instagram followers and 310 YouTube subscribers, and we say so. What we bring is **attention**: 16% of the people Instagram shows us to engage with the content, and 81% of our YouTube viewers are new to us. We've never spent a euro on ads. **We grow with partners who join early.**

1,000+
INSTAGRAM FOLLOWERS
NOV 2026

310
YOUTUBE SUBSCRIBERS
NOV 2026

PERFORMANCE AT A GLANCE

150.7K	16%	35.7K	2.7K	107K	36%
INSTAGRAM VIEWS AUG – NOV 2026	IG ENGAGEMENT PER ACCOUNT REACHED	YOUTUBE VIEWS LAST 90 DAYS	IG PROFILE VISITS AUG – NOV 2026	VIEWS ON OUR TOP REEL	YOUTUBE WATCH TIME ON TV SCREENS

AUDIENCE

INSTAGRAM · 1,025 FOLLOWERS

71% men · **29%** women

Germany	42.7%
Netherlands	8.8%
United Kingdom	8.5%
Australia	8.2%

YOUTUBE · LAST 28 DAYS

72% men · **28%** women · **71%** aged 25–44

25–34	38.1%
35–44	33.0%
55–64	11.9%
45–54	10.8%

Sources: YouTube Studio, to 21 Nov 2026 (views: 90 days; audience, devices, viewer mix: 28 days). Meta Business Suite, 1 Aug – 23 Nov 2026 (engagement = 5.8K interactions ÷ 36.7K accounts reached); Instagram followers: 22 Nov 2026; top Reel: lifetime.

REAL GEAR. REAL ROAD.

WHAT WE FILM

OVERLANDING & CAMPING
Heating, water, power, recovery, storage and tools, tested on a 40-year-old truck in every season.

OUTDOOR FAMILY & DOG
Clothing, bags, baby gear, natural skincare, and everything Rocket needs, in a home of about 8 m².

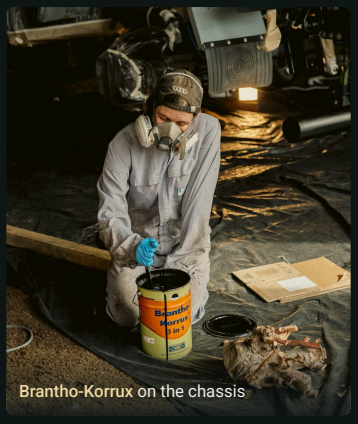
TECH & CREATOR GEAR
Cameras, storage, connectivity and apps: the kit we rely on to work from a truck.

GEAR IN REAL USE, NOT ON A KITCHEN BENCH · FULL LIST: 3XPLOREWITHUS.COM/GEAR.HTML


MOBORV washer in the rear locker



VEVOR toolbox, baby on board



Brantho-Korrux on the chassis


Osprey & Sea to Summit, Tasmania

CONTENT THAT TRAVELS



Reolink · brand collaboration
Inbound request. We made a video installing their Argus PT Ultra, now on the back of our truck.



"Box on the truck" Reel
107K views · 899 likes



Winter drive Reel
2,291 accounts reached · 77.6% new to us

HOW WE CAN WORK TOGETHER

PRODUCT CONTENT
Product + fee

Typical: 2–3 vertical videos + stills + raw files

- For your own channels and ads
- English or German, hooks and voice-over
- Paid-ad usage rights available

STAYS & EXPERIENCES
Barter or paid

Typical: 1 short film + a photo set of your place

- Campsites, stays, tours and 4x4 parks
- Shot during a real stay
- Ready to post on your channels

ON OUR CHANNELS
Gear we use only

Typical: 1 long-form segment + 1 Reel/Short + follow-up

- An honest review in real use
- Follow-up from the road, months later
- Always clearly labelled as an ad

LET'S MAKE SOMETHING REAL.

Send us a short brief and we'll reply with a clear proposal within a few days.

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3xplorewithus.com/workwithus.html