MEDIA KIT 2026

HURRICANE, UTAH

OFF-ROAD, BUILDS AND GEAR

ERIK DUIJSENS

Off-road builds, dirt bikes, and the gear that actually gets used. Shot cinematic out of Southern Utah, where the trails start at the end of the driveway.

TOTAL FOLLOWERS

12K+

across YouTube, Instagram and TikTok

YOUTUBE VIEWS

989K

lifetime, across 289 videos

CORE AUDIENCE

93% men

77% of YouTube viewers are 25 to 44

PLATFORMS

YouTube @erikduijsens	53.1K views and 591 watch hours in the last 90 days. Long-form builds and gear guides plus Shorts.	**2,060** SUBS
Instagram @erikduijsens	Reels averaging 2.1K plays over the last 12, top Reel at 8.5K. XJ, trail and desert racing content.	**9.1K** FOLLOWERS
TikTok @erikdoingthings	New for 2026. Personality-driven Jeep, off-road and gear clips built for reach.	**1K+** FOLLOWERS

WHAT I MAKE

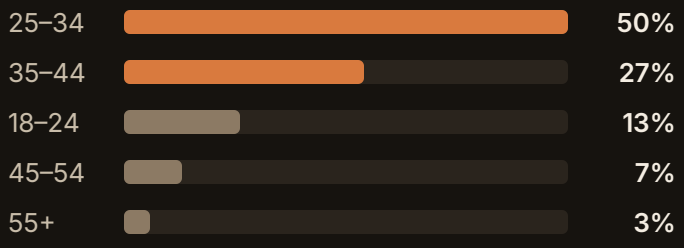
- 1995 Jeep XJ build
- Off-road and overlanding
- GasGas ES 500 dirt bike
- Camera gear and creator setups
- Garage, smart home and house upgrades
- Baja desert racing, from the pits
- Maker and 3D printing

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Stats as of Oct 27, 2026

WHO'S WATCHING

93% male, with half of all viewers aged 25 to 34



YouTube Analytics, Jan to Oct 2026

WHERE THEY ARE

#1 market is the US, with 5x the viewers of any other country

United States	**32%**
India	5.7%
United Kingdom	2.5%
Germany	1.8%

PROVEN CONTENT

236K VIEWS
Osmo Pocket 3 cinematic settings
YouTube Short, still pulling views 2.5 years later

55.8K VIEWS
Automotive cinematic video on the Osmo Pocket
13-min gear guide, 2,870 watch hours, 3.6% engagement

69.8K VIEWS
AWD Civic runs 7.1 at 195 mph
Motorsport Short, 170 comments

8.5K PLAYS
Sunsets and trophy trucks
Instagram Reel from the desert, 759 likes

BRANDS I'VE WORKED WITH

Topoak / Etenwolf / ArcCaptain / NiceCNC / Backcountry x Coalatree / Ulanzi / Telesin / BRDRC / FIFINE

WAYS TO WORK TOGETHER

Feature integration
Your product used on camera inside a full build or trail video

Dedicated video
A full YouTube review or install, tested in real terrain

Short-form package
Reels, TikToks and Shorts cut from one shoot

UGC and ad usage
Cinematic product footage licensed for your paid ads

LET'S BUILD SOMETHING

Rates and packages on request

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@erikduijsens on YouTube and Instagram