

---

# YourPOP

## *Media Kit*

FINANCE COMMENTARY · CRYPTO CONVICTION · YOUTUBE AUTHORITY

---

152K

SUBSCRIBERS

12.1K

RECENT VIEWS

8.1%

ENGAGEMENT RATE

# Finance insight, *market reach*.

YourPOP is a market-native YouTube voice for retail investors watching stocks, crypto catalysts, XRP, SHIB, PEPE, LUNC, macro shocks, and the psychology that moves online money communities.

## CONTENT PILLARS

### Market updates

Fast-moving interpretation around crypto catalysts, public-market narratives, and retail-investor news cycles.

### Crypto conviction

XRP, SHIB, PEPE, LUNC, meme-coin ecosystems, exchange access, wallets, and education-led sponsor angles.

### Stocks & IPOs

Retail-facing explainers around stocks, IPO interest, macro headlines, and beginner-friendly market context.

### Purpose-driven finance

Content that frames investing as a pursuit of independence, discipline, and long-term wealth building.

## AUDIENCE

### Primary audience

Retail investors, crypto holders, market-news watchers, trading-app users, and wealth-education seekers.

### Platform

YouTube-first long-form updates with sponsor-ready segments, CTAs, pinned links, and reusable clips.

### Why brands care

The audience arrives with financial intent. Sponsors are not interrupting passive entertainment; they are entering a money conversation already in progress.

# The *numbers.*

All figures reflect the current public channel and recent-video sample used on the House of Meroë YourPOP profile. Full campaign analytics can be supplied during deal diligence.

## SUBSCRIBERS

152,000

Public YouTube subscriber base.

## RECENT VIEWS

12,100

Latest 8 long-form uploads sampled.

## AVG. VIDEO VIEWS

1,500

Recent long-form average.

## ENGAGEMENT

8.1%

Likes + comments / recent sampled views.

## AVG. ENGAGEMENTS

123

Average likes + comments per sampled upload.

## PEAK SAMPLED VIDEO

4,500

Top recent upload in sampled set.

Brand takeaway: YourPOP offers a scaled finance channel with a high-intent audience. The strongest integrations are education-led, platform-led, or thesis-led — sponsors fit naturally when they help viewers act on market conviction.

# Flat fees. No *commission*.

All rates below are flat content fees. Payment terms are 50% on signing, 50% on content go-live via wire, ACH, or Stripe. Tracking links, coupon codes, and pinned CTAs are additive to — not in place of — the base fee.

## YOUTUBE DELIVERABLES

<b>Sponsored Integration</b> 60–90 sec segment inside one market-update video	<b>\$1,500</b>
<b>Dedicated Sponsored Video</b> brand-led thesis, walkthrough, or education format	<b>\$2,750</b>
<b>Integration + 3 Shorts</b> main video integration + 3 repurposed vertical cuts	<b>\$3,250</b>

## UGC — BRAND POSTS, NOT YOURPOP CHANNEL

<b>Single UGC Explainer</b> delivered raw for brand's owned channels	<b>\$700</b>
<b>UGC 3-Pack</b> best margin deal for education-led campaigns	<b>\$1,650</b>

## RETAINERS

<b>Monthly Retainer</b> 2 integrations + ongoing CTA/support assets	<b>\$3,750/mo</b>
<b>Quarterly Retainer</b> 3-month lock · preferred rate	<b>\$9,750/qtr</b>

## ADD-ONS

<b>Pinned Comment + Link Stack</b> first 30 days live under sponsored video	<b>+\$350</b>
<b>Paid Ad Usage — 6 months</b> unlimited paid use of delivered UGC/content cutdowns	<b>+\$1,125</b>
<b>Category Exclusivity — 30 days</b> +75% of base fee	<b>on request</b>

# How we *work.*

- ◆ **Payment:** 50% of the total fee is due on signing via wire, ACH, or Stripe. Remaining 50% is due within 48 hours of content go-live. Retainers paid monthly in advance.
- ◆ **Content ownership & usage:** Brand receives 1 year of organic use on its own channels. Paid-ad usage and whitelisting are separate line items above.
- ◆ **Approvals:** 2 rounds of revision on concept, 1 round on final edit. Additional rounds billed at \$150/round. YourPOP retains final creative approval to preserve audience trust.
- ◆ **Financial compliance:** Sponsor copy must be clearly disclosed and cannot imply personalized financial advice, guaranteed returns, or unsubstantiated performance claims.
- ◆ **Exclusivity:** No category exclusivity is included in base rates. 14-day minimum spacing between competing-brand posts.
- ◆ **Cancellation:** 50% kill fee if cancelled post-signing, 100% if cancelled post-production kickoff.
- ◆ **Turnaround:** Standard 7–10 business days from deposit for UGC. 14–21 days for channel posting deliverables to allow creative development and brand approval cycles.



· BOOK A COLLABORATION ·

## Partnership *inquiries*

MANAGEMENT

MJ · House of Meroë

CREATOR

@yourpop

EMAIL

radibarakat.mgmt@gmail.com

RESPONSE WINDOW

24 hours, business days