



From a New YouTube Channel
to a Growing Multi-Platform
Outdoor Brand



MEDIA KIT 2026

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**HELPING BRANDS UNLOCK
THEIR POTENTIAL ON SOCIAL
MEDIA WITH ACTIONABLE
STRATEGIES AND PROVEN
GROWTH METHODS.**

Princess Miller

Hi, I'm Princess Miller, creator and host of Hunting Adventures with Princess, an outdoor and educational platform created to entertain, educate, and inspire both new and experienced hunters. Since launching on YouTube in January 2026, the brand has expanded to Facebook, Instagram, and TikTok, sharing my real-life journey in the outdoors from preparing hunting land and learning new skills to hunting education, gear, safety, and unforgettable adventures in the field.

My goal is to make the outdoors welcoming, relatable, and fun, while encouraging others especially women and new hunters to confidently explore hunting and outdoor recreation. We are currently looking for and accepting new brand partnerships. Our ultimate goal is to one day offer guided hunting experiences, special events, educational opportunities, and more.

Partner with Hunting Adventures with Princess today and watch your brand grow.



OUR REACH

SEPTEMBER 2026



3.5 K

Followers

Avg. engagement
rate: 99,674%



132

Followers

Video Views:
47,897



283

Subscribers

Channel Views:
39,389



69

Followers

Channel Views:
9.4K

AUDIENCE

Our audience is primarily **adult men ages 35–64**, with particularly **strong representation** among **viewers 35–54**. The two platforms show a remarkably similar age pattern, which is valuable when presenting your audience to potential sponsors.

On YouTube, 88.8% of viewers are male and 11.2% are female. The largest YouTube age groups are 35–44 at 20.1%, 45–54 at 20.0%, 25–34 and 55–64 at 19.6% each, followed by 65+ at 15.3%.

Our Facebook demographic report reinforces this pattern: 35–44 represents 23.8%, followed by 45–54 at 23.4%, 55–64 at 18.5%, 25–34 at 16.7%, and 65+ at 15.3%. Only 2.3% falls within the 18–24 demographic.

CASE STUDY

Summary:

Hunting Adventures with Princess launched in 2026 with a mission to entertain, educate, and encourage people to experience the outdoors through authentic hunting adventures, practical education, safety information, and behind-the-scenes content.

The Growth:

The results demonstrate strong early momentum. The YouTube channel has grown to 283 subscribers, 76 videos, and more than 39,000 total views. Instagram has reached 131 followers, while TikTok has grown to 69 followers and 973 likes.

Facebook has become a major driver of reach, growing to approximately 3,500 followers. During the 28-day period shown from September 2–29, 2026, the Facebook page generated an impressive 773,234 views and 15,964 engagements, representing significant increases compared with the preceding comparison period.

The Strategy:

Growth has been driven by consistent, authentic storytelling rather than simply posting hunting highlights. Content takes viewers along for the entire experience—from preparing hunting land and feeders to learning hunting regulations, reviewing equipment, attending educational classes, practicing outdoor skills, and sharing the personalities and conversations that make each adventure memorable.

The Opportunity:

These early results demonstrate the potential for Hunting Adventures with Princess to continue developing into a recognizable outdoor media brand. Its growing multi-platform audience creates opportunities for brand sponsorships, product demonstrations, affiliate partnerships, outdoor-event collaborations, destination partnerships, and educational content.

Hunting Adventures with Princess isn't just documenting the hunt—we're building a community around the adventure.

GET IT TOGETHER

**Let's
collaborate
and create
something
extraordinary
together!**

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