

# HISTORY WITH JACKSON

## MEDIA KIT

[www.HistorywithJackson.co.uk](http://www.HistorywithJackson.co.uk)

[info@HistorywithJackson.co.uk](mailto:info@HistorywithJackson.co.uk)

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# ABOUT US

History with Jackson is an online history learning platform that was founded in January 2020. Through History with Jackson we seek to bring well researched history to people through videos, podcasts and articles. World leading experts are featured to help bring the latest historical research to the general public.

New podcast interviews with experts on their specialisms are released every month, and videos within historical series are released every week on Sundays. We try to bring a wide range of historical topics to our audience, and we try to shine a light on new historical perspectives and areas of history that are strong in the public consciousness.

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# POPULAR VIDEOS



THE IRAQ WAR:  
WAS IT LEGAL?

- THE IRAQ WAR:  
WAS IT LEGAL?
- 456 Views
- 21.9 watch hours
- 27 Podcast plays



The Popes Series: Pope Adrian IV

- WHO WAS POPE  
ADRIAN IV?
- 288 Views
- 14.2 watch hours
- 43 Podcast Plays

- WAS HENRY VI A  
BAD KING?
- 309 Views
- 9.1 watch hours
- 40 Podcast plays



WAS HENRY VI A  
BAD KING?

- WHO WAS POPE  
INNOCENT III?
- 264 Views
- 12.8 watch hours
- 43 Podcast plays



The Popes Series: Innocent III

# POPULAR INTERVIEWS

The History with Jackson Podcast has seen us work with academics, historians, and authors across the world. We have also worked with major publishing companies such as Harper Collins, to promote their new books and historians.

- British Footballer's Autobiographies, Post-War Britain and its Football with Dr Dion Georgiou
- Interview with 'Wild East: The British in Japan 1854-1868' Author Joshua Proven
- Rugby, Wine, and Socialism in the Aude with Dr Andrew W.M. Smith
- Interview with 'The Bright Ages' author David M Perry
- 31 Videos Plays
- 53 Video Plays
- 65 Video Plays
- 36 Video Plays
- 133 Podcast plays
- 110 Podcast plays
- 96 Podcast plays
- 67 Podcast Plays

# FUTURE CONTENT PLANS

## VIDEOS

- To complete English and British Monarchs Series
- History of Rugby
- Series on tyrannical women in history
- Ancient Civilisations Series

## PODCASTS

- Dr James Rogers and the History of Drone Warfare
- Black History Month Podcast Interview
- Ancient Egypt Interview
- History of Coffee

# STATISTICS

- History with Jackson Website
  - 1.8k Visitors
  - 26.4k Social Views
- Total YouTube views: 5.6k
- Total YouTube watch time: 249.9 hours
- Total YouTube Subscribers: 230
- Largest Audiences:
  - UK: 20.3%
  - USA: 3%
  - Female: 60%
  - Male 40%
  - 25-35: 33%
- Total Podcast listens: 3.4k
- Average Plays per Podcast: 48
- Largest Audiences
  - USA: 40%
  - UK: 33%
  - Canada: 6%
  - Female: 34%
  - Male 65%
  - 18-35: 55%
- Popular Platforms
  - Apple Podcasts: 53%
  - Spotify: 15%

# HOW CAN WE WORK TOGETHER?

- Advertising in Videos and Podcasts
  - Pre-roll after video introduction
  - Mid-roll built into video
  - Post-roll after video
- Partnership
  - Use of Product in video
  - Video based on the history of product/area/event
  - Featured on Website and Social Media
- Reviews
  - Review your book or historical focused item/events
- Social Media Content
  - Social Media Posts endorsing content and products



# Pricing

- Advertising in Videos - £20
- Advertising in Podcasts - £20
- Partnership - £75
- Reviews – Copy of work/free entrance
- Social Media Content - £15



# HISTORY WITH JACKSON

Thank you

To discuss please do not hesitate to email Jackson through [info@HistorywithJackson.co.uk](mailto:info@HistorywithJackson.co.uk)