

2026BRAND PARTNERSHIPS

PARTNERSHIPS@ALTORDO.COM

Media kit

Alt Ordo helps people break free from the broken modern script to build strength, freedom, and purpose.

SOLARPUNK · OFF-GRID · ALTERNATIVE LIVING · 2M+ TOTAL AUDIENCE

AVAILABLE FOR BRAND PARTNERSHIPS AND SPONSORSHIPS

Platform reach

FOLLOWERS · SHORT-FORM VIEWS, LAST 28 DAYS



INSTAGRAM

601K

14.9M views / 28 days



TIKTOK

545K

4.2M views / 28 days



YOUTUBE

542K

9.4M views / 28 days



FACEBOOK

373K

5.9M views / 28 days

TOTAL AUDIENCE

2.06M

34.3M short-form views / 28 days, plus 15K on Substack

YouTube analytics

LAST 28 DAYS · YOUTUBE.COM/@ALTORDO

SUBSCRIBERS

542K

and growing every week

VIEWS

2.2M

last 28 days

UNIQUE VIEWERS

1.2M

last 28 days

WATCH HOURS

71.0K

last 28 days

AVG VIEW DURATION

2:47

per view

AVG PERCENTAGE VIEWED

41.0%

of each video

RETURNING VIEWERS

15.5%

come back for more

VIDEOS PUBLISHED

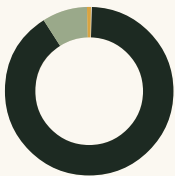
169

on the channel

Audience demographics

YOUTUBE · LAST 365 DAYS (OCT 14, 2025 – OCT 13, 2026)

GENDER



90.4% Male

8.6% Female

0.8% User-specified

AGE

13-17		6.8%
18-24		13.9%
25-34		38.1%
35-44		22.8%
45-54		10.5%
55-64		4.9%
65+		2.8%

TOP COUNTRIES · SHARE OF VIEWS

United States		42.2%
India		5.9%
Canada		4.8%
United Kingdom		4.8%
Germany		4.6%



Audience insights

- 33.2% of the audience is in the top 10% household income bracket
- 20.8% in the 11–20% household income bracket
- Strong concentration in higher income segments



Shopping interests

- Very high interest in home purchase loans and mortgages
- Very high interest in TV & video streaming subscriptions
- Very high interest in household supplies and household cleaning supplies

Partnership opportunities & rates

USD · PER PLACEMENT

Dedicated 15-minute long-form video On the Alt Ordo YouTube channel	\$4,500
Dedicated 45-second reel Posted to YouTube, Instagram, TikTok, and Facebook	\$950
60-second reel on all platforms + email blast	\$2,000
Mention, review, and CTA in our Substack email blast 15K subscribers. Example: if you sell an electric bike, your product is featured in an article about transportation.	\$3,500
ALL-IN-ONE PACKAGES	
1 Long-form video + 45-second reel on all platforms + email blast	\$6,000
2 Long-form video + 45-second reel on all platforms + email blast + Substack feature	\$8,000



Product-value pricing

Based on product value, the cash fee can be adjusted to fit custom partnerships.



We are open to negotiations.

Tell us what you're building and who it's for. We'll shape a placement that fits.

About Alt Ordo

ALTERNATIVE ORDER

The Solarpunk Brothers

We're Joe & Kemble, two brothers building blueprints for sustainable, independent homes that produce their own food, water, energy, shelter, and sanitation. Small dwellings, strong communities, localized food networks, common-sense systems. Not survivalism, a better everyday life.

Our audience watches us design, build, and live these systems at our land lab in Georgia and our off-grid cabin near Chattanooga, then buys the guides and tools to do it themselves.

01

Videos

160+ long-form videos and shorts on solarpunk and alternative living

02

Field guides

Illustrated off-grid systems PDFs and county-by-county location guides for all 50 states

03

The Alt Ordo app

Listings, a systems simulator, and location intelligence. Beta opens end of November 2026

Let's build a brand partnership that aligns with *freedom, resilience, and alternative living.*
Available for brand partnerships & sponsorships.

PARTNERSHIPS

partnerships@altordo.com

altordo.com · youtube.com/@AltOrdo