

MEDIA KIT · NOVEMBER 2026

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Short animated family stories, built on real research, with the numbers on screen. Parents share them: 10.1K shares on TikTok alone in 28 days.

15M+
views in 28 days on Facebook, YouTube and TikTok

3.7M
views on one reel in its first day, on Facebook

98.7%
of Facebook views came from people who don't follow us yet

88%
of our Instagram followers are 25 to 44

OUR PAGES last 28 days

Facebook NextKin	**12.9M** views
Instagram @nextkinig · 953 followers	**3.4M** views*
TikTok @nextkintok · 10.1K shares	**1.6M** views
YouTube Shorts @nextkintube · 70% stayed to watch	**836K** views
X @nextkinonx · 1.7K bookmarks	**1.9M** impressions

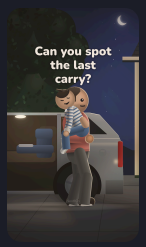
Oct 12 to Nov 8, 2026. *Instagram: 30 days; its count includes Facebook views of reels shared from Instagram. X: impressions, 4 weeks.

WHO FOLLOWS US Instagram, 30 days

25–34	48.4%
35–44	39.7%
18–24	7.0%
45–54	2.3%
Other	2.6%

62.3% men · 37.7% women

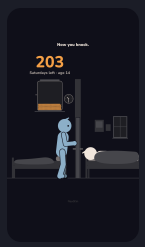
Top countries: United States 14.9% · India 8.3% · Germany 6.6% · United Kingdom 5.9% · Indonesia 4.3%



3.7M
The last carry
views on Facebook in its first day
Watch the reel



796K
Firstborn vs second-born
views on Instagram · 3.2K likes
Watch the reel



570K
Do the math for yours
views on YouTube Shorts, watched 102% of its length on average
Watch the reel

Sponsored reel on NextKin

Your product inside one of our stories, with our family as the hero. From **$300** on Instagram and Facebook, **$525** on all five platforms, or 3 reels in a month for **$800**.

Reels for your own page

In your look, from **$250**, or a pack of 4 for **$900**.

Extras: ad use, more platforms, a no-text version.

How it works

1. You share the product and the one message
2. We send 3 still frames to approve
3. We make the reel, with 2 rounds of notes
4. It goes live with the paid-partnership label
5. You get its numbers after 30 days

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Booking our first brand partners now.

Instagram @nextkinig · TikTok @nextkintok
YouTube @nextkintube · X @nextkinonx · Facebook NextKin

Numbers from each app's insights, Oct 12 to Nov 8, 2026. Audience: Instagram followers, last 30 days.