

Media Kit.

The contrarian voice for *high-income investors and engineers* who don't trust the AI hype.

Years early. On the record.

V. MAY 24, 2026

26.6K

SUBSCRIBERS

11.5K

AVG VIEWS / VIDEO

4.5%

LIKE RATE

8.3x

VIDEOS / WEEK

2.6M

ALL-TIME VIEWS

132.1K

TOP VIDEO (RECENT)

501

TOTAL VIDEOS

01 / POSITIONING

The file on the creator.

Built by Dr. Josh C. Simmons (PhD), former Engineering Director at American Express and Sr. Engineering Manager at Anduril Industries. When he says the numbers don't add up, the audience knows he's done the math.

11.1x

More views per video than a typical 24K-sub tech channel.

1.7x

Higher like rate than the same benchmark cohort.

02 / CONTENT FOCUS

AI Bubble / Financial Analysis.

Data-driven breakdowns of Big Tech AI capital expenditure, earnings calls, and SEC filings. NVIDIA, Microsoft, Google, Amazon, Anthropic, OpenAI. The numbers don't add up.

Tech Industry / Corporate Dysfunction.

Worker advocacy, engineering leadership, and calling out corporate theater: H-1B visa abuse, layoffs, exec pay disconnects. Real talk from someone who's been in the room.

03 / TRENDING

Recent top performers.

APR 11	Sam Altman's \$27 Million House Burns: This Is How An Empire Dies	82 . 4K
APR 01	Anthropic Leaked 500,000 Lines of Secret Code. What's Inside...	79 . 1K
MAR 27	I Warned Them: Amazon's AI Disaster Cost 30,000 Jobs	84 . 2K
MAR 19	Professor Jiang's Real Identity - You Won't Believe This	120 . 2K
MAR 13	Iran Just Wiped 200,000 Devices at a \$25 Billion U.S. Medical Company	132 . 1K

04 / AUDIENCE

Who's watching.

- Software engineers & engineering managers
- Retail investors tracking AI / tech stocks
- Tech-adjacent professionals (finance, consulting)
- Skeptics of AI hype looking for data
- Workers affected by Big Tech layoffs & outsourcing

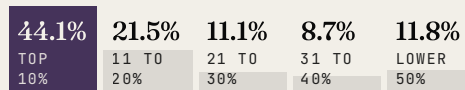
05 / DEMOGRAPHICS

Profile.

- Primarily United States based
- Age skew: 35 to 54, peak earning years
- 44.1% top 10% household income
- 65.6% top 20% household income
- 83.4% non-parents, maximum disposable income

06 / HOUSEHOLD INCOME · LAST 28 DAYS

Where the money is.



83.4% NON-PARENTS | **16.6%** PARENTS

Over 6 in 10 viewers are in the top 20% of U.S. household income. Not a general-interest tech audience. *People with money actively deploying it.*

07 / VERIFIED INTERESTS · VERY HIGH

What they spend on.

- | GENERAL | SHOPPING · REAL ESTATE |
|---|--|
| <ul style="list-style-type: none"> • Banks Online • Avid Investors • Documentary & Nonfiction TV Fans • Sci-Fi & Fantasy (TV + Film) • Rock Music Fans | <ul style="list-style-type: none"> • Commercial Properties (For Rent) • Commercial Properties (For Sale) • New Apartments (For Sale) • Preowned Apartments (For Sale) • Residential Properties (For Sale) |

08 / CURRENT PARTNERS

Selected for fit.

Magic Mind RECURRING
Productivity drink targeting high-performance professionals. Recurring integration with a technically skeptical audience that actually researches what they put in their body.

Keychron PRODUCT + AFFILIATE
Mechanical keyboards. Product partnership with affiliate tracking. Strong conversion with the engineering audience.

09 / SPONSORSHIP

Sponsor options.

Ad Read SPONSOR SEGMENT
~30 second segment, tracked description link, pinned comment, script approval.

Dedicated Episode CUSTOM VIDEO
Dedicated video, product review, or branded series. Scoped by fit, availability, and creative ownership.

10 / WHY THIS CHANNEL

The case for sponsoring.

PURCHASING POWER
44% top-10% earners. 83% no dependents. Actively shopping real estate and financial products. *Money being deployed.*

BORROWED TRUST
Sponsors don't buy impressions, they borrow credibility. A PhD who called out NVIDIA while it was a market darling has a trust account that *compounds.*

ENGAGEMENT
5.2% like rate. Comments are active, opinionated, and from people who actually watch. *Not passive consumers.*

UNREACHABLE ELSEWHERE
High-income technical professionals who distrust marketing don't click display ads. This channel is one of the few vectors to reach them.