



ESCAPE REALITY

@ESC8PE

A media brand for young people who live in **gaming, technology, nostalgia and internet culture**. Launched fifty days ago. **60 million views last month** against 113,000 followers.

60.1M

VIEWS · 30 DAYS

23.3M

ACCOUNTS REACHED

1.07M

AVG VIEWS PER POST

17.6%

INTERACTION RATE

60,063,183

97.5% came from non-followers. This is discovery reach, not an echo chamber. A campaign here lands in front of people who have never seen the account.

VIEWS IN THE LAST 30 DAYS

23,273,259 +139.5%	10,583,612	1,072,557
ACCOUNTS REACHED	TOTAL INTERACTIONS	AVERAGE VIEWS PER POST
67,800	129,685 +84.1%	531
NEW FOLLOWERS · 30 DAYS	PROFILE VISITS	MONTHLY VIEWS PER FOLLOWER

DISTRIBUTION

Reels 73.8%	Non-follower views 97.5%
44.3M VIEWS · SHARE OF TOTAL VIEWS	REACH BEYOND THE EXISTING AUDIENCE
Feed posts 26.2%	Non-follower interactions 98.2%
15.7M VIEWS · CAROUSELS AND STILLs	LIKES, COMMENTS, SHARES AND SAVES

12.0%	33.5%	Carousels take 26.2% of views but 49.8% of interactions. They engage at 2.8x the rate of reels per view , which makes them the strongest format for comments, saves and shares.
INTERACTION RATE · REELS	INTERACTION RATE · CAROUSELS	

TOP CONTENT · LAST 30 DAYS

7.4M	1.9M	1.3M	1.3M
An indie dev built a game where you search 5,000,000 pieces of hay for one needle	The decision that made Nintendo billions	Mario Kart Wii was the peak of gaming	The death of split-screen gaming
AUG 23 · REEL	AUG 2 · REEL	AUG 6 · POST	JUL 30 · POST

AUDIENCE

United States	Top market	London	0.8%
United Kingdom	2nd	New York	0.8%
India	3rd	Melbourne	0.6%
Germany	4th	Sydney	0.6%

WHAT WE COVER

Gaming	Technology	Nostalgia & internet culture
Release news, industry moves and franchise history, told as stories.	Hardware, handhelds and AI tools, for people who want the story not the spec sheet.	The formats and moments that shaped a generation online. Highest retention here.

Partnership packages

Every package includes concept development, scripting, editing, one revision round, and a performance report at 72 hours and 7 days. Rates are quoted per campaign against your goal and launch window. Send the brief and we will come back with pricing and a concept.

PACKAGE	WHAT YOU GET	FORMAT
Sponsored Reel	One in-feed reel, fully produced, pinned 72 hours	Reel
Reel + Stories	One reel plus three story frames with link sticker	Reel + Story
Two-Reel Campaign	Two reels over two weeks, sequenced as one story	Campaign
Monthly Partnership	Four reels, six story frames, link in bio all month	Monthly
Carousel Feature	Multi-slide carousel · highest engagement per view	Carousel
Story Package	Three story frames with link sticker	Stories

ADD-ONS

Paid usage rights, 30 days	Available
Whitelisting / Partnership Ads	Available
Category exclusivity, 90 days	Available
Link in bio, 7 days standalone	Available
Raw footage and project files	Available
Additional revision round	Included

TERMS

Payment. 50% to book, 50% within 7 days of going live. Net 30 for agencies and established brands.

Creative control. We write and edit, you approve. We will not run a script we know will underperform with this audience.

Reporting. Views, reach, shares, saves and profile visits at 72 hours and 7 days.

Volume. Three or more campaigns booked together are discounted on request.

01 Brief Product, goal and any must-say points	02 Concept Hook and script back within 48 hours	03 Approval One revision round, then locked	04 Live Posted within five business days	05 Report Full numbers at 72 hours and 7 days
---	--	--	---	--

Two campaign slots open each month.

Send the product and the launch window. We will come back with a concept before you commit to anything.

partnerships@esc8pe.media

GARNER HALL · FOUNDER