



MEDIA KIT

Cruise stories, made personal.

Jon & Jordan create honest, personality-led cruise content across YouTube, social and the Sailmates website.

[YOUTUBE](#)[INSTAGRAM](#)[TIKTOK](#)[WEB](#)

sailmates.co.uk



Two husbands. One shared obsession with cruising.

We combine genuine reactions, practical detail and polished storytelling to help viewers decide what is genuinely worth their time and money.



OUR STORY

Sailmates follows Jon and Jordan as they explore the world by sea, from large resort ships and premium “ship-within-a-ship” experiences to intimate luxury expedition cruising.

Our content feels like travelling with friends: candid, curious and useful. We share the brilliant bits, the awkward bits and the details viewers need before they book.

WHAT WE BRING

- Natural on-camera chemistry
- Cruise-specific knowledge and buyer intent
- Professional filming, audio and editing
- Long-form storytelling plus short-form reach

CURRENT PERFORMANCE

A focused audience that is already taking action

Snapshot based on the latest available analytics supplied on 22 July 2026.

220

YOUTUBE SUBSCRIBERS

+37 in the latest 28 days

3,975

YOUTUBE VIEWS

Latest 28 days

211.2

WATCH HOURS

Latest 28 days

202

REAL-TIME VIEWS

Latest 48 hours

99

INSTAGRAM FOLLOWERS

Growing visual cruise presence

856

PRODUCT CLICKS

Cruise Essentials this month

946

TOTAL TRACKED CLICKS

Across 18 recommended products

329

BLOG VIEWS

Across 7 published articles

WHY THIS MATTERS

Sailmates is still an emerging channel, but the audience is tightly aligned with cruise travel. Nearly 1,000 tracked product clicks show clear commercial intent beyond passive viewing.

Cruise viewers with strong mid-life purchasing relevance

Demographic and device data from YouTube Analytics, latest 28 days.

AGE PROFILE



60.2% of viewers are aged 25-44

GENDER

79.5%
male

20.5%
female

TOP GEOGRAPHIES

United Kingdom 28.6%

United States 17.9%

47.3% WATCH ON TV

A strong signal for long-form, lean-back viewing.

Stories that attract new viewers and hold attention

Selected long-form results from MSC Yacht Club and Ponant L’Austral coverage.

2		We Tried MSC Yacht Club... Was It Worth It? May 19, 2026	4:04 (26.4%)	809
3		MSC Yacht Club Has Ruined Cruising For Us Brainstorm video ideas	4:13 (26.8%)	646
4		The Captain STOPPED Our Cruise Ship... Jun 29, 2026	0:17 (48.7%)	361
5		MSC Yacht Club vs REAL Luxury Jul 19, 2026 Recent upload	2:23 (7.2%)	356
6		We Boarded a Luxury Expedition Yacht in Iceland Ponant L'Austral Jun 21, 2026	3:45 (29.8%)	335
7		We Stepped Inside One of the World's Most Exclusive Cruise Ships Jul 6, 2026	5:15 (25.3%)	306
8		Ponant Iceland Excursions Ranked: One Was a Clear Winner Jul 12, 2026	4:48 (15.5%)	155

First 3 days 2 hours

Views370

Impressions click-through rate8.7%

Average view duration2:30

See video analytics

1 of 10

PONANT L’AUSTRAL + ORCAS

873 views

Top-performing video in the selected period, supported by an additional Short with 361 views.

MSC Yacht Club: Was It Worth It?

809 views4:04 avg. view duration • 26.4% viewed

MSC Yacht Club Has Ruined Cruising For Us

646 views4:13 avg. view duration • 26.8% viewed

Inside One of the World’s Most Exclusive Cruise Ships

306 views5:15 avg. view duration • 25.3% viewed

MSC Yacht Club vs Real Luxury

370 views in first 3 days
YouTube identifies “Was It Worth It?” as very high for bringing new viewers back to the channel.
8.8% click-through rate

Flexible content built around the campaign, sailing and audience

We work with cruise lines, destinations, travel brands and products that genuinely fit our viewers.

HOSTED VOYAGE

- Multi-episode YouTube storytelling
- Daily or scheduled social coverage
- Ship, cabin and destination features
- Professional image library

YOUTUBE FEATURE

- Dedicated review or comparison
- Integrated brand segment
- Clear calls to action
- Evergreen searchable content

SOCIAL SPOTLIGHT

- Instagram Reels and Stories
- TikTok-first edits
- Short-form YouTube content

CONTENT PRODUCTION

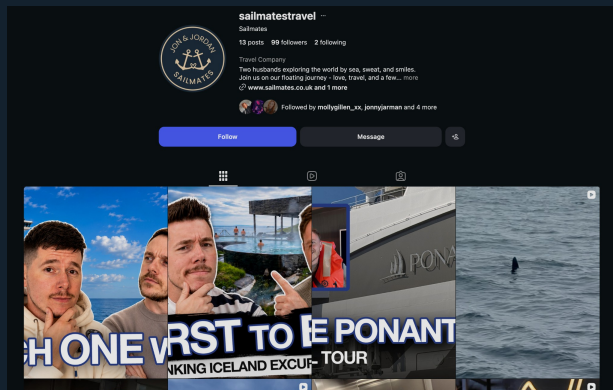
- Photography and vertical video
- UGC-style campaign assets
- Event and ship-visit coverage

Packages are tailored to the partnership. Rates and deliverables are available on request.

BEYOND THE VIDEO

A growing cruise discovery ecosystem

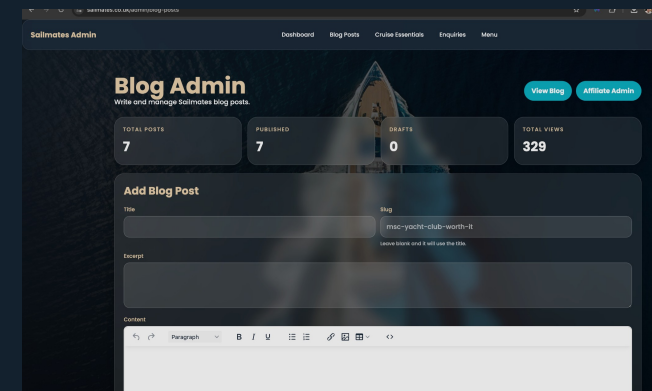
Sailmates connects long-form storytelling with social discovery, editorial content and trackable product recommendations.



INSTAGRAM



SHORT-FORM DISCOVERY



BLOG + EDITORIAL



LET'S CREATE SOMETHING WORTH WATCHING

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