MEDIA KIT · 2026

APOLLO THE ORIGINAL

The questions most people are afraid to ask: biblical prophecy, hidden history, secret societies and the mysteries the mainstream skips. New long-form episodes every Sunday.

456K
Followers across YouTube & Instagram

19.8M
Lifetime YouTube views

21:58
Avg. view duration, long-form

PODCAST@APOLLOTHEORIGINAL.COM · APOLLOTHEORIGINAL.COM



COME CURIOUS. LEAVE THINKING.

Apollo The Original is a long-form podcast for people who want to dig deeper than the headlines. Every week Apollo sits down with researchers, believers and skeptics to work through scripture, ancient texts and the stories history left out.

The show doesn't hand out conclusions. It stays open-minded, lays out the evidence and lets the audience decide. That respect is why viewers stay for twenty minutes and more.

WHAT WE COVER

- Biblical prophecy & end times
- Ancient texts & fallen angels
- Hidden history
- Secret societies
- Space, NASA & cosmology
- AI & the future

FEATURED EPISODES

EP **The Book of Enoch Explained**

EP **Kabbalah: Everything You Need to Know**

EP **The Second Coming**

FORMAT

01 **Weekly long-form episode**
Released every Sunday on YouTube

02 **Shorts & Reels**
Clips cut from each episode for YouTube Shorts and Instagram

03 **Newsletter**
New episodes, news from the show and upcoming guests

456K FOLLOWERS. 19.8M VIEWS.

147.3K
YouTube subscribers
Main channel, long-form

42.9K
YouTube Shorts subscribers
Dedicated Shorts channel

266.2K
Instagram followers
Up 21% in the last 90 days

456K
Total followers
Across all three channels

19.8M
Lifetime YouTube views
16.7M main + 3.1M Shorts

2.2M
Hours watched on YouTube
2.0M main + 190.4K Shorts

308K
Monthly YouTube audience
210.4K Shorts + 98.2K main; viewers may overlap

6.0M
Instagram views, 90 days
2.6M unique viewers, Reels-led

21:58
Average view duration
Long-form episodes on the main channel. Your read is heard, not skipped.

32%
Watch time on TV screens
Lean-back, living-room viewing. Your message plays on the big screen.

68%
Watch time from non-subscribers
Episodes keep reaching new people, not just the existing base.

SOURCE: YOUTUBE STUDIO (FEB 2023 – OCT 2026), INSTAGRAM (LAST 90 DAYS) · AS OF 14 OCT 2026

ADULT, AMERICAN, AND PAYING ATTENTION.

AGE

18–24	5.7%
25–34	24.6%
35–44	29.5%
45–54	21.5%
55–64	12.3%
65+	6.0%

75.6%
are aged 25–54

TOP COUNTRIES

United States	77.0%
Canada	3.5%
United Kingdom	3.4%
Australia	1.7%
South Africa	1.2%

86.8%
in these five English-speaking markets

GENDER

Male 79.2% | F 20.5%

DEVICE

Mobile	55.3%
TV	32.0%
Computer	8.9%
Tablet	3.8%

4 in 5
viewers are men

Demographics are from the main YouTube channel (YouTube Studio). Long-form viewers skew to working-age US adults who watch on phones and TVs, and they stay through the whole episode.

FOUR WAYS IN.

A — Host-read integration

A 60–90 second mid-roll read by Apollo, in his own words.

- Placed in the long-form episode, after viewers have settled in
- Link and code in the description

B — Pre-roll mention

A short opener, plus a link and code in the description.

- First thing every viewer hears
- Good for awareness and promo codes

C — Shorts package

Branded clips cut from the episode for Shorts and Reels.

- Taps the 210K monthly Shorts audience and 266K Instagram followers
- Extends one integration across platforms

D — Newsletter placement

A featured slot in the newsletter.

- Sent alongside each new episode
- Can be bundled with A or B

RATES Rates and open dates are shared on request and depend on format, frequency and bundle. Multi-episode and cross-platform packages are available.

05 — LET'S TALK

PUT YOUR BRAND IN FRONT OF 456K.

PARTNERSHIPS

podcast@apollotheoriginal.com

apollotheoriginal.com

We reply within two business days with rates and open dates.

01 **Tell us about your brand**
Product, audience and what you'd like to promote.

02 **Pick a format**
Host-read, pre-roll, Shorts, newsletter, or a bundle.

03 **Go live**
Apollo records your read in his own words, and you get the link and code tracking.

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