

2026 MEDIA KIT

# Partner With The TrevBeats Show

Premium long-form conversations, music-business insight, and cultural moments that reach musicians, producers, engineers, creators, and decision-makers.

**Most shows talk about music. Trevor Lawrence Jr. makes it. When he trusts a brand, his audience does too.**

RATES AVAILABLE UPON REQUEST

## METRICS SNAPSHOT

209K+

YouTube Views

Last 28 days

14.8K

Watch Hours

Last 28 days

+2.7K

Subscribers

Last 28 days

\$9.75

Channel RPM

Premium inventory

87.2%

Recommendation Traffic

YouTube discovery

98.5%

Likes vs Dislikes

Channel average

## WHO WE REACH

Hosted by Trevor Lawrence Jr. — a multi-Grammy-winning drummer, producer, composer, and inventor — The TrevBeats Show connects brands with working musicians, producers, engineers, songwriters, creators, and music lovers who value professional insight, trusted recommendations, and premium conversations.

## PLATFORM ECOSYSTEM

YouTube

Instagram

TikTok

Facebook

Website

## RECENT VIRAL REACH

2.2M+  
Instagram Views

249K+  
Interactions

118K+  
Shares

114K+  
Likes

A recent music-business Reel generated **2.2M+** Instagram views in under 48 hours, while the companion YouTube Short became the channel's fastest-moving Short to date with **61.2K+ views**, **30K+ engaged views**, and 85 new subscribers.

## PARTNERSHIP OPPORTUNITIES

### | Episode Sponsorships

Align your brand with premium conversations and trusted content.

### | Product Integrations

Showcase products naturally within creator and studio workflows.

### | Affiliate + Gear Campaigns

Drive measurable action through audience-first recommendations.

### | Custom Brand Collaborations

Build social, video, and website activations across Trevor's ecosystem.

## Let's Build Something Meaningful.

Cross-platform sponsorships, product integrations, affiliate campaigns, and custom campaigns are available.

Start a Partnership | [trevorlawrencejr.com](https://trevorlawrencejr.com)

*Metrics current as of May 2026; platform data is subject to normal analytics processing.*