

WHO WE ARE

Andres Tech Rabbithole is an independent tech content studio built around a YouTube channel and an Amazon storefront.

- **YouTube:** “Andres Tech Rabbithole” youtube.com/@AndresRabbithole : our main focus, covering tech and tech-adjacent content.
- One unified **Amazon Influencer Storefront** covering electronics, home & garden, beauty, fashion, travel, and more, replicated and dubbed across country-specific marketplaces wherever the products are listed:
 - USA — amazon.com/shop/andresrabbithole
 - Canada — amazon.ca/shop/andresrabbithole
 - UK — amazon.co.uk/shop/andresrabbithole
 - Australia — amazon.com.au/shop/andresrabbithole
 - Germany — amazon.de/shop/andresrabbithole
 - Italy — amazon.it/shop/andresrabbithole
 - France — amazon.fr/shop/andresrabbithole
 - Spain — amazon.es/shop/andresrabbithole
 - Netherlands — amazon.nl/shop/andresrabbithole
 - Belgium — amazon.com.be/shop/andresrabbithole
 - Singapore — amazon.sg/shop/andresrabbithole

For brand and product-review inquiries: andresrabbithole@gmail.com

Host's [LinkedIn](#)

We're also on Instagram, Facebook, TikTok, and Pinterest, though those platforms are not our main focus.

WHAT WE DO

- Tech product reviews (feature analysis, user-acceptance testing, comparisons, competitive analysis, benchmarking, etc.);
- DIY tech solutions and tutorials (modding, repairing, hardware setup);
- Quick feature demonstrations, unboxings, and brief overviews;
- Educational materials (how-to guides, tips, build advice, recommendations);
- Tech news overviews;
- UGC content.

These are our most common content types; our deliverables aren't limited to this list.

AUDIENCE

Channel reach is mostly search-based, with high-intent viewers: tech-related professionals and hobbyists, passionate PC builders, DIY hardware modders, and the general crowd that watches tech reviews. The audience is global, with the core in English-speaking and Western European markets; predominantly male 25–44 years; a full geographic breakdown and complete YouTube / Amazon stats are available on request.

WHY THIS WORKS

Our content is predominantly search-driven, not feed-driven. Most of our viewers arrive by searching for a product or problem — medium-to-high buying intent. Our videos pick up slowly and then keep surfacing on YouTube and Google search, earning views for months and years after upload, not just in a launch window. When we arrange a review, you're not relying on a few weeks of attention; you're getting a permanent, searchable asset that keeps reaching high-intent buyers long after it goes live. A lot depends on the product itself — not all products have high search potential. Feed-driven breakout video exceptions are possible but aren't guaranteed and can't be reliably predicted.

Live examples with publish dates: andresreviews.com/media-kit

WHERE YOUR PRODUCT FITS

- If it's tech / tech-adjacent → Andres Tech Rabbithole (YouTube, search-driven tech audience), optional Amazon Influencer video mirror or Amazon-only with no YouTube.
- If it's any other product sold on Amazon, other than tech (home & garden, fashion, beauty, travel, outdoor, automotive, etc.) → Amazon Influencer video.

Amazon surfaces these videos to its shopper traffic on the PDP (Product Detail Page) listings and on the Amazon video network. People who visit our Amazon Storefront directly may also see your product videos even if they never intended to land on your Amazon PDP in the first place.

CONTENT FORMATS

- Long-form videos (16:9 horizontal, typically 4–12 min; occasional deep dives of 20–40 min).
- Short-form videos (9:16 vertical up to 3 minutes, reusable on YouTube, TikTok, Instagram, Facebook, and Pinterest. Predominantly cuts from the long-form, occasionally dedicated shoots).

INTEGRATIONS WE OFFER — *all pricing is approximate*

Format	Description	Rates
Independent review	Creator's full editorial control. Long- & short-form, deadline, add-ons. YouTube/Amazon	Flat \$25–\$225 and/or pay-per-view (PPV) CPM \$25 long / \$5 short and/or product
Sponsored review	Creator's + partner's editorial control. Long- & short-form, deadline, add-ons, linking, revisions. YouTube/Amazon*	Required: flat \$300–\$500 and/or product; Optional: PPV CPM \$35 long / \$8.50 short
Amazon Influencer UGC video	Creator's full editorial control. Published on Amazon product page via Influencer Program. Cut to Amazon's content requirements. Product must be sold on Amazon. Deadline, add-ons	Flat \$0–\$100 — see detailed description
Integration ad	Creator's full editorial control. 15–60s segment, integrated into the script of relevant video. Optional pre-publish factual check. Linking, deadline	Flat \$150 and/or PPV CPM \$25 long / \$5 short and/or product
Standalone ad	Creator's + partner's editorial control. Dedicated 15s slot regardless of video script. Revisions, linking, deadline	Required: flat \$150–\$200; Optional: PPV CPM \$10 long

Add-ons:

- Linking (independent review – \$50, sponsored review and ads – free) .
- Analytics (7/30/60/90/180/360-day stats screenshots — retention, CTR, demographics, traffic sources, etc.) – \$25–\$125.
- Asset Licensing – \$150–\$500+ based on scope. B-roll, A-roll, exports; usage rights for your own ads, website, or socials, 30/90/180/365+ days or lifetime.
- Extra revisions – \$100 each.
- Whitelisting – \$100 per 30 days per video, per platform group (Meta / TikTok). Run the short video as a paid ad from our Instagram/TikTok/Facebook handles (Meta partnership ads / TikTok Spark Ads).

REVIEWS

Independent review (pre-arranged, guaranteed upload)

A dedicated product-review video. The partner has no control over content, no input on deliverables, and does not see the video before it is published. If the product has obvious downsides or critical issues those will be brought to the viewer's attention. We don't routinely hunt for flaws, but we don't withhold known issues either.

- 1 long-form.

- 1–3 shorts (cut from the main production) — published across YouTube Shorts, Instagram Reels, TikTok, and Facebook, each running on its own search and feed distribution and may outperform the long-form in reach.
- Predefined deadline.
- Your product / company link (regular or affiliate) in the video top-section description — optional, +\$50 or affiliate commission.
- Analytics — optional.
- Asset Licensing — optional.
- A separate long-form UGC video for the Amazon Influencer Storefront — optional, cut from the main edit and optimized for Amazon or done as standalone — described under **Amazon Influencer UGC video** below.
- Whitelisting — optional.

Price — per agreement, any combination of these, or none:

- \$25–\$225 flat fee.
- \$25 per 1,000 long-form / \$5 per 1,000 short-form views (YouTube only), at 30, 60, or 90 days, as agreed, capped at 20,000 long-form / 100,000 short-form views (or your budget).
- Product kept.

Flow: outreach / negotiation / contract → publish → reporting (optional)

Independent review (unsolicited, no upload guarantee)

Sometimes brands send us products with no prior arrangement. We can't promise such products will get any media coverage, short- or long-form, and we can't handle returns in such cases, so unsolicited products are kept at our discretion. If we particularly like a product and the schedule allows, we may review it. Tech products may be reviewed on YouTube; non-tech products only as Amazon UGC, and only if the product is available on Amazon.

Sponsored review

A dedicated product-review video where the partner has partial input on content and final deliverables. Creator retains final editorial control. We'll flag critical product issues if any are found, but partners can review the material first and work together with us to address them. Per YouTube requirements such content will be tagged as sponsored.

- 1 long-form.
- 1–3 shorts (cut from the main production) — published across YouTube Shorts, Instagram Reels, TikTok, and Facebook, each running on its own search and feed distribution and may outperform the long-form in reach.
- Your product / company link (regular or affiliate) in the video top-section description, YouTube cards, end-screen elements, in-video logo overlay, on-screen CTA, pinned comment.
- Editorial input, up to 2 revision rounds, extra rounds — \$100 each.
- Predefined deadline.

- Analytics — optional.
- Asset Licensing — optional.
- A separate long-form UGC video for the Amazon Influencer Storefront — optional, cut from the main edit and optimized for Amazon or done as standalone — described under **Amazon Influencer UGC video** below. This Amazon cut will be done as an independent review. Approval-based sponsored content isn't allowed on Amazon Influencer accounts. The partner may verify it pre-upload for basic brand alignment and sanity check but can't have any editorial input.
- Whitelisting — optional.

Price — per agreement:

- Required — \$300–\$500 flat fee and/or product kept.
- Optional — \$35 per 1,000 long-form / \$8.50 per 1,000 short-form views (YouTube only), at 30, 60, or 90 days, as agreed, capped at 20,000 long-form / 100,000 short-form views (or your budget).

Flow: outreach / negotiation / contract → concept & script points (email / message / call) → approval/revisions → rough edit review → final edit review → publish → reporting (optional)

Amazon Influencer UGC video — any product category

A dedicated product video edited specifically to meet Amazon's strict content requirements. The partner has no control over the content, no input on deliverables, and does not see the video before it's published on our Amazon account. If the product has obvious downsides or critical issues, those will be brought to the viewer's attention — we don't routinely hunt for flaws, but we don't withhold known issues either. The product must be sold on Amazon for this format to work. Includes the on-video brand-connection disclosure required by Amazon's content guidelines.

- 1 long-form.
- 1 short up to 30 sec (Amazon-ad-friendly vertical edit) — optional.
- Analytics — optional.
- Asset Licensing — optional.
- Published on our primary English-language stores (USA, Canada, UK, Australia, Singapore), with optional dubbed mirrors for Germany, Italy, France, Spain, Netherlands, and Belgium.
- Predefined deadline.

Price — per agreement:

- \$0–\$100 flat fee.
- \$10 per each dubbed version.

Note: product samples are often kept — we need them to film and it's rarely practical to return them.

Flow: outreach / negotiation / contract → publish → reporting (optional)

AD PLACEMENTS

Integration Ad

A 15–60-second sponsored product placement integrated organically into the script of a video that isn't directly about that product. No revision rounds, approvals, or advertiser editorial control. We place it based on the video's context. Optional pre-publish factual check.

- 1 horizontal long-form integration (placement: start, mid, or end).
- 1 short (if possible, depends on footage).
- Your product / company link (regular or affiliate) in the video mid-section description.
- Predefined deadline.

Price — per agreement, any combination of these — at least one is required:

- \$150 flat fee.
- \$25 per 1,000 long-form / \$5 per 1,000 short-form views (YouTube only), at 30, 60, or 90 days, as agreed, capped at 20,000 long-form / 100,000 short-form views (or your budget).
- Product kept (if applicable).

Flow: outreach / negotiation / contract → concept & script points (email / message / live call) → publish

Standalone ad ("Brought to You By" branding)

A short placement (up to 15 sec) not integrated into the script. Long-form videos only. Because it interrupts a video the audience came to watch — unlike an in-script integration — it carries a retention penalty, so it is priced higher.

- Up to 2 revision rounds for ad reads.
- 1 horizontal long-form placement (start, mid, or end).
- Your product / company link (regular or affiliate) in the video mid-section description.
- Predefined deadline.

Price — per agreement:

- Required — \$150–\$200 flat fee.
- Optional — \$10 per 1,000 long-form views, at 30, 60, or 90 days, as agreed, capped at 20,000 long-form views (or your budget).

Flow: outreach / negotiation / contract → concept & script points (email / message / live call) → ad segment review → publish

COLLABS

Co-authorship via YouTube's "Invite a collaborator" feature — \$150–\$300 (case-by-case).

The collaborator channel is listed as a co-creator on the video. The publishing channel retains full video ownership and control. The collaborator channel gets exposure to the main channel's audience and may be allowed to see the video's view statistics. The video is listed on both channels.

Co-authorship via full co-production — a deeper form of collaboration where both parties take part in production. The final deliverable may be published on one or both channels — ours and the partner's — or different edits may run on each. The use of YouTube's "Invite a collaborator" feature is optional.

ON REQUEST — scoped per campaign

Affiliate partnership — commission on affiliate links in the description, YouTube cards, and/or end-screen elements. Negotiable based on product type.

Visual product placement (subtle integration) — the product appears visually in the scene without dedicated verbal commentary — good for subtle integrations.

Sponsor logo reveal — livestreams (tech only) — sponsor logos cycled on screen throughout a livestream.

Long-term brand ambassadorship — an ongoing multi-video or multi-platform partnership as a consistent face of the brand.

Giveaway partnership — a sponsor provides products for a giveaway on the channel, good for engagement boosts.

Event coverage / on-site filming — coverage of trade shows, product launches, or facility tours, sponsor-funded.

Early-access / beta-tester partnerships — early units for pre-release impressions or feature coverage.

HOW TO SEND US A PRODUCT

Our facilities are currently based in Ukraine.

From abroad: you can ship to our Ukrainian address internationally. Two limits up front — we can't cover any customs fees incurred, and we can't return products abroad.

Ukraine customs: under €150 per shipment clears duty- and tax-free. Above €150, a combined ~30% VAT applies — only to the amount over €150, not the full value. Please give a specific, accurate description of the contents and their true value, and if possible include a receipt/invoice in the package.

- Samples over €150: accepted only when arranged in advance — send carrier, tracking number, and declared value beforehand, and ship duty-paid (DDP) so charges bill to you, not us.

- Samples under €150: may be sent unannounced, but tracking helps avoid lost parcels. Customs can request proof of value even below €150, so if possible include a receipt/invoice in the package.

Within Ukraine: If your business has a Ukrainian subdivision, ship to us domestically. If pre-agreed, we can return the product the same way after review. No value limits; tracking helpful but not required.

Devices containing lithium batteries must travel by express courier — standard international postal mail prohibits them.

SHIPPING ADDRESS

Preferred — Nova Post branch #4, Ivano-Frankivsk, Ukraine.

Recipient name: emailed on request. Phone: +380 99 807 7535.

- From the US: create a shipment at novapost.com/en-us/ and drop at any of 6,000+ UPS Store locations (~14 days).
- From Europe or within Ukraine: drop at any Nova Post branch (PL, DE, FR, ES, UK, UA).

Alternative — shipping with your own express courier (FedEx / UPS / DHL or any international carrier)? Send a request and we'll reply with a standard street address.

Email andresrabbithole@gmail.com — we reply with a complete copy-paste shipping block within 24 hours.

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