

Northern Tesla YouTube Media Kit

Northern Tesla is dedicated to delivering high-quality content centred around Tesla vehicles, electric vehicle (EV) technology, and sustainable living. From in-depth reviews of Tesla models to tips on maximizing EV performance in northern climates, our channel provides engaging, informative, and visually compelling videos for Tesla enthusiasts. Our mission is to inspire and educate audiences about their vehicles and the future of transportation.

Channel Statistics

- **Subscribers**: 11,100 (Sep 2026) Growth of +260 per month
- **Average Views per Video**: 7179 views per video
- **Content Frequency**: Regular weekly uploads of main videos supported by multiple short form content across various platforms
- **Engagement Rate**: 2.2% rate across comments, likes, and shares
- **Platform Presence**: Active on YouTube, with cross-promotion on social media platforms X, Instagram and TikTok

Content Focus

- **Tesla Vehicle Reviews**: Detailed breakdowns of Tesla models (e.g., Model S, Model 3, Model Y, Cybertruck), focusing on performance, features, and real-world use.
- **Technology Deep Dives**: Exploring Tesla's software updates, Autopilot, and Full Self-Driving capabilities.
- **How-To Videos**: Practical guides on using Tesla features, optimizing vehicle settings, and troubleshooting common issues.
- **Product Reviews**: Evaluations of EV-related accessories, tech gadgets, and products that enhance the Tesla ownership experience.

Demographics

Geography

United States **55.8%**

Canada **10.9%**

UK **4.5%**

Gender

Male **93.4%**

Female **6.6%**

Age

25-34 **20.7%**

35-44 **29.2%**

45-54 **23%**

Collaboration Opportunities

Partner with Northern Tesla to reach a targeted audience of Tesla enthusiasts and eco-conscious consumers. We offer:

- **Sponsored Videos**: Seamless integration of your brand or product into our content, such as reviews, tutorials, or feature highlights.
- **Product Placements**: Showcase your product (e.g., EV accessories, tech gadgets) in our videos.
- **Custom Content**: Tailored videos or series to align with your brand's goals, such as showcasing EV-related products or services.
- **Social Media Amplification**: Cross-promotion of sponsored content on our social media channels for extended reach.

Why Partner with Northern Tesla?

- **Niche Expertise**: Deep knowledge of Tesla and the EV market, ensuring authentic and credible content.
- **Engaged Audience**: A dedicated community of viewers who trust our insights and recommendations.
- **High-Quality Production**: Professional-grade videos with clear visuals and compelling storytelling.
- **Brand Alignment**: Perfect for brands in automotive, technology, sustainability, or lifestyle sectors.

Contact Us

Interested in collaborating with Northern Tesla? Reach out to discuss partnership opportunities:

- **Email**: northerntesla3@gmail.com
- **Social Media**: Connect with us on

  YouTube (@northerntesla), X (@northern_tesla) TikTok (@northerntesla) Instagram (@northerntesla)

We look forward to creating impactful content that resonates with our audience and elevates your brand!