MEDIA KIT · OCT 2026 • Open for sponsorships

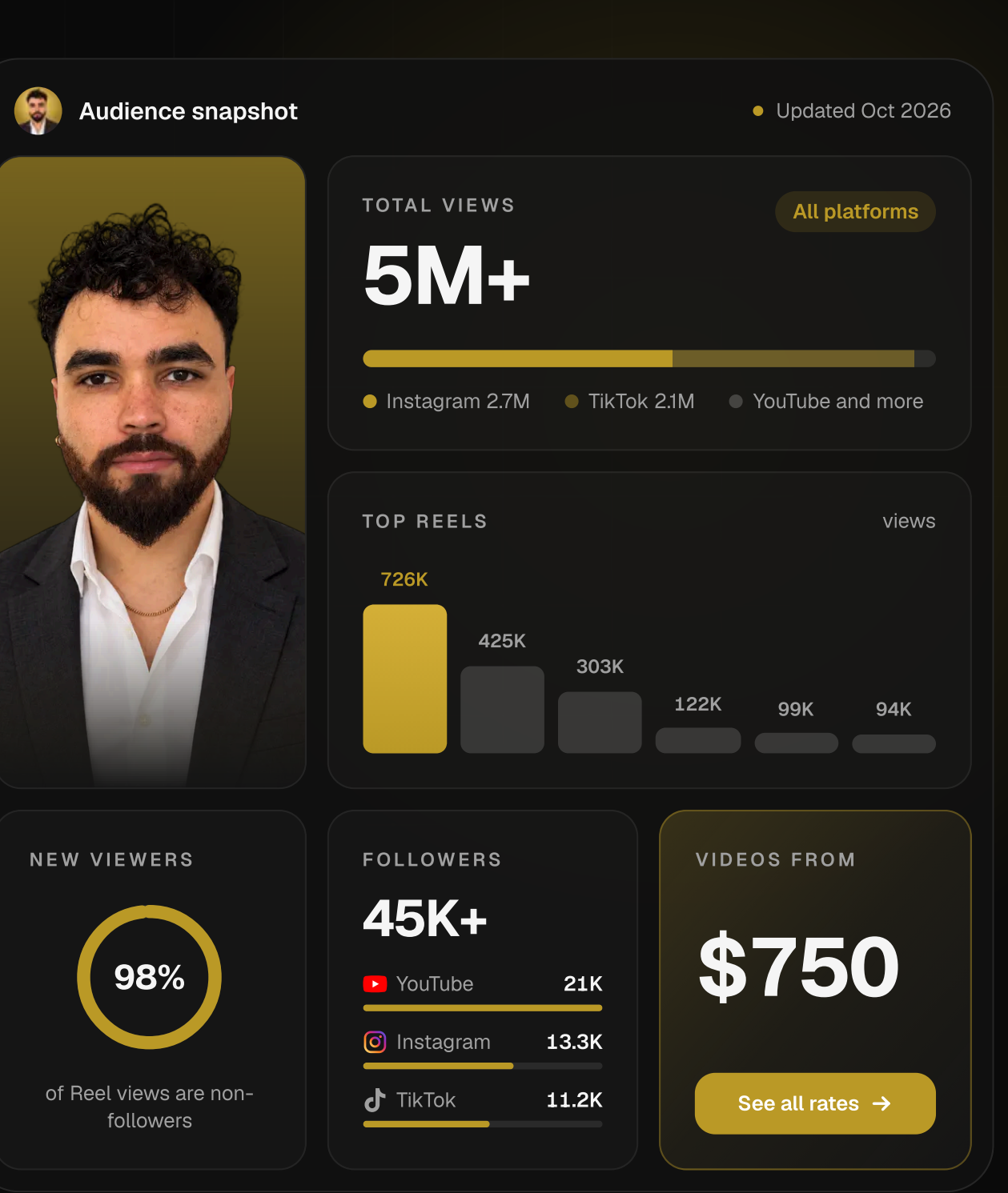
Josh Pocock

Put your AI product in front of people who ask for the link.

I test new AI agents, coding tools and automation on camera for developers, founders and agency owners, then send your link straight to every viewer who comments for it.

Book a sponsored video → See rates

Download PDF



Audience snapshot • Updated Oct 2026

TOTAL VIEWS
5M+
All platforms
Instagram 2.7M • TikTok 2.1M • YouTube and more

TOP REELS views
726K 425K 303K 122K 99K 94K

NEW VIEWERS
98%
of Reel views are non-followers

FOLLOWERS
45K+
YouTube 21K
Instagram 13.3K
TikTok 11.2K

VIDEOS FROM
$750
See all rates →

REACH

45K+ followers. Millions of new viewers.

Followers are the small number. Short-form gets pushed to people who have never seen me before, so a sponsored video travels far past my own audience.

Instagram
13.3K
@joshfpocock + @stridejosh.ai

YouTube
21K
subscribers · 695 videos

TikTok
11.2K
followers · 2.1M views

2.7M Instagram views in the last 12 months

726K views on my top Reel

5 Reels over 100K views since August

98% of Reel views from non-followers

Last 30 days +38% views +62% reach

1.76M
views in 30 days

98.8% from people who don't follow me · 1.2% followers

1.18M accounts reached

195K likes, comments, shares and saves

4.5K profile visits

+2,500 net new followers

Source: Instagram Insights, Sep 13 to Oct 13, 2026. Growth vs the previous 30 days.

WHY IT CONVERTS

Viewers ask for your link.

My videos end with one word to comment. Everyone who comments gets the link in their DMs within seconds, automatically. Your product isn't a link in a bio nobody clicks. It's something people asked for.

01 **The video shows your product doing one useful thing**
A real use on screen, start to finish, in under a minute.

02 **The viewer comments one word**
Every comment tells the algorithm to push the video further.

03 **Your link lands in their DMs**
Seconds later, sent to someone who just asked for it, with tracking on.

MOD ANY GAME
with Claude Code, free
Minecraft inside GTA V
stridejosh.ai
Comment LINK and I'll send you the setup 👇
STRIDE

5,400+ keyword comments

2,400+ links sent by DM

2,900+ link clicks

650+ emails collected in 3 weeks

From my comment-to-DM system, Oct 2026.

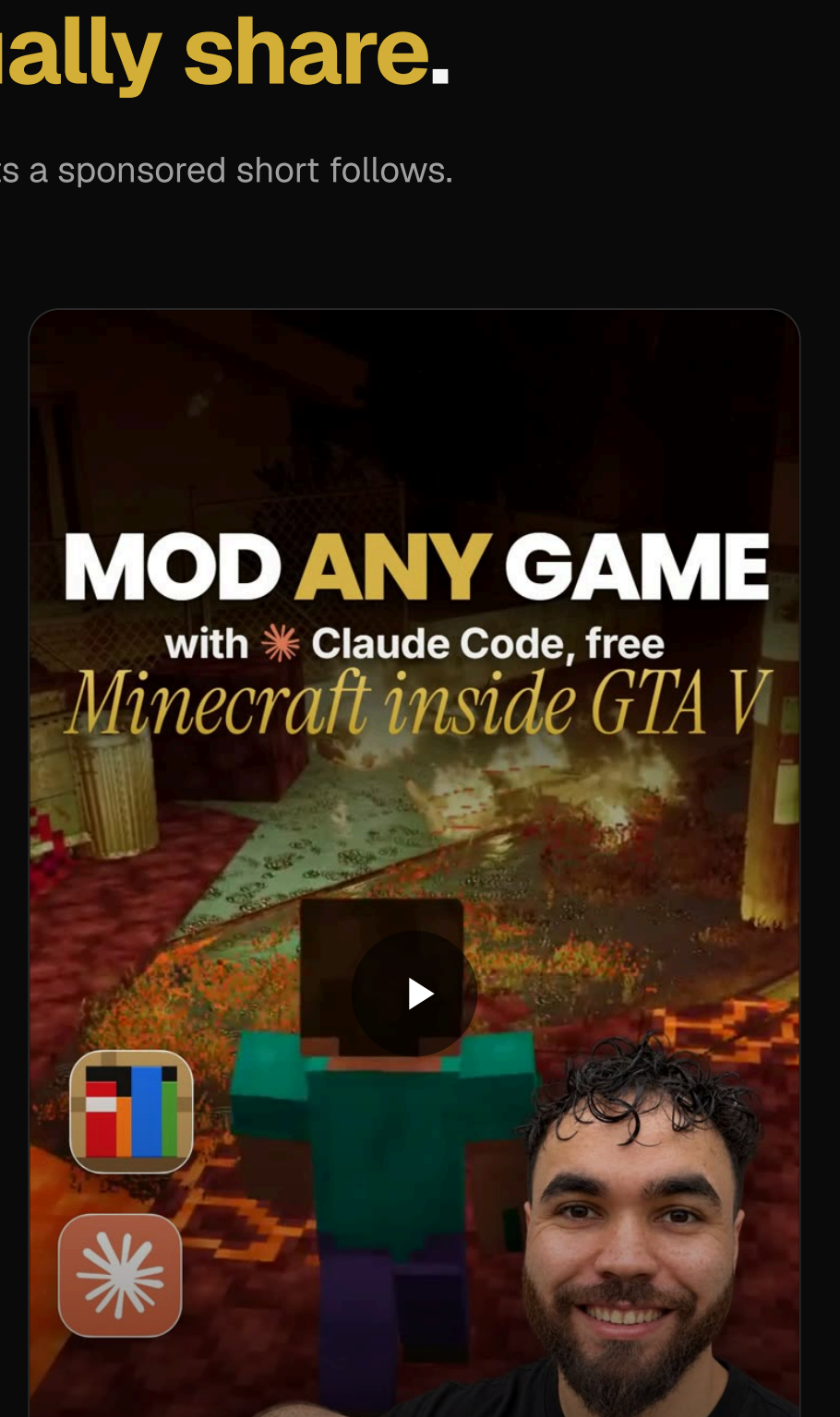
SHORT-FORM

Reels people actually share.

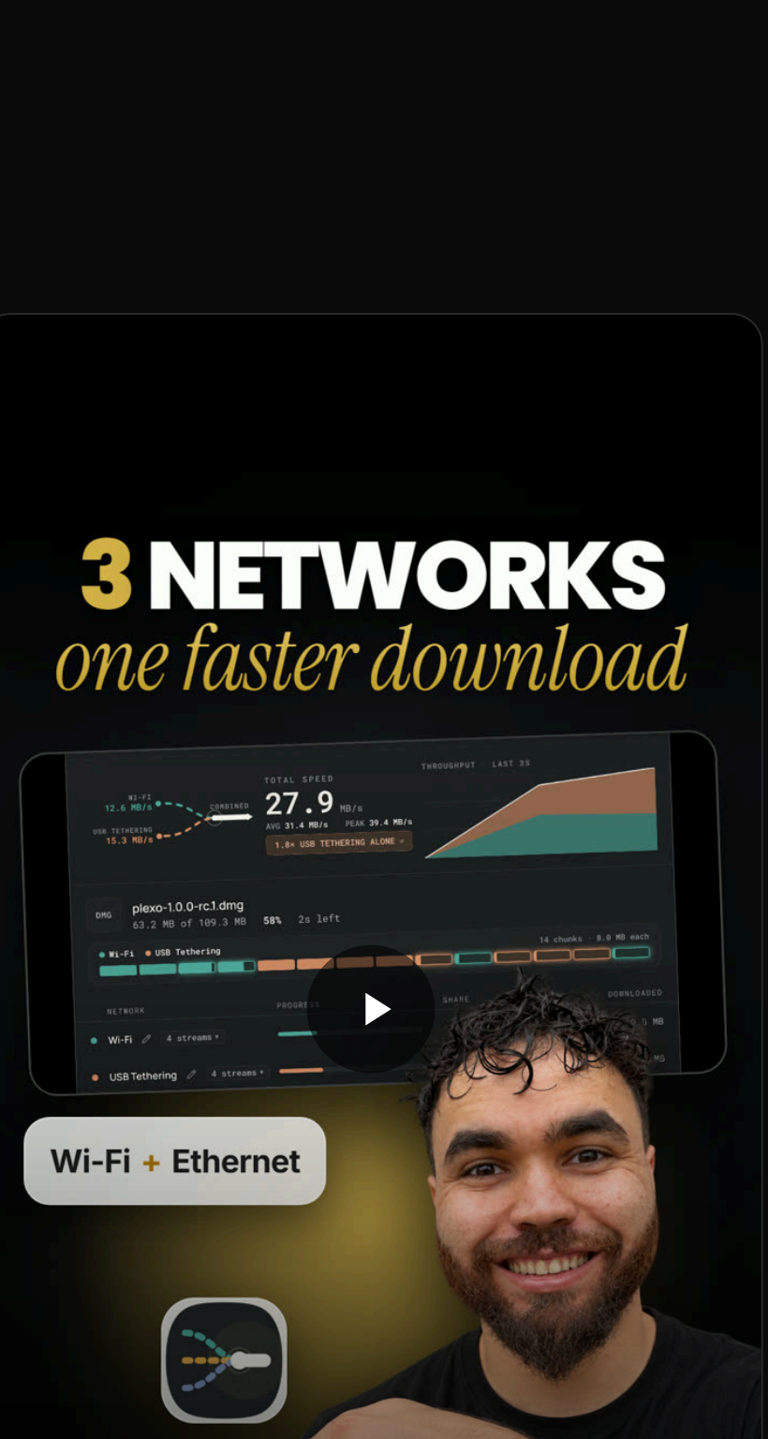
Tap any Reel to play it here. These are the formats a sponsored short follows.

2.78T PARAMS
running on one CPU
in 8 GB of RAM
176 KB of C
726K VIEWS
STRIDE

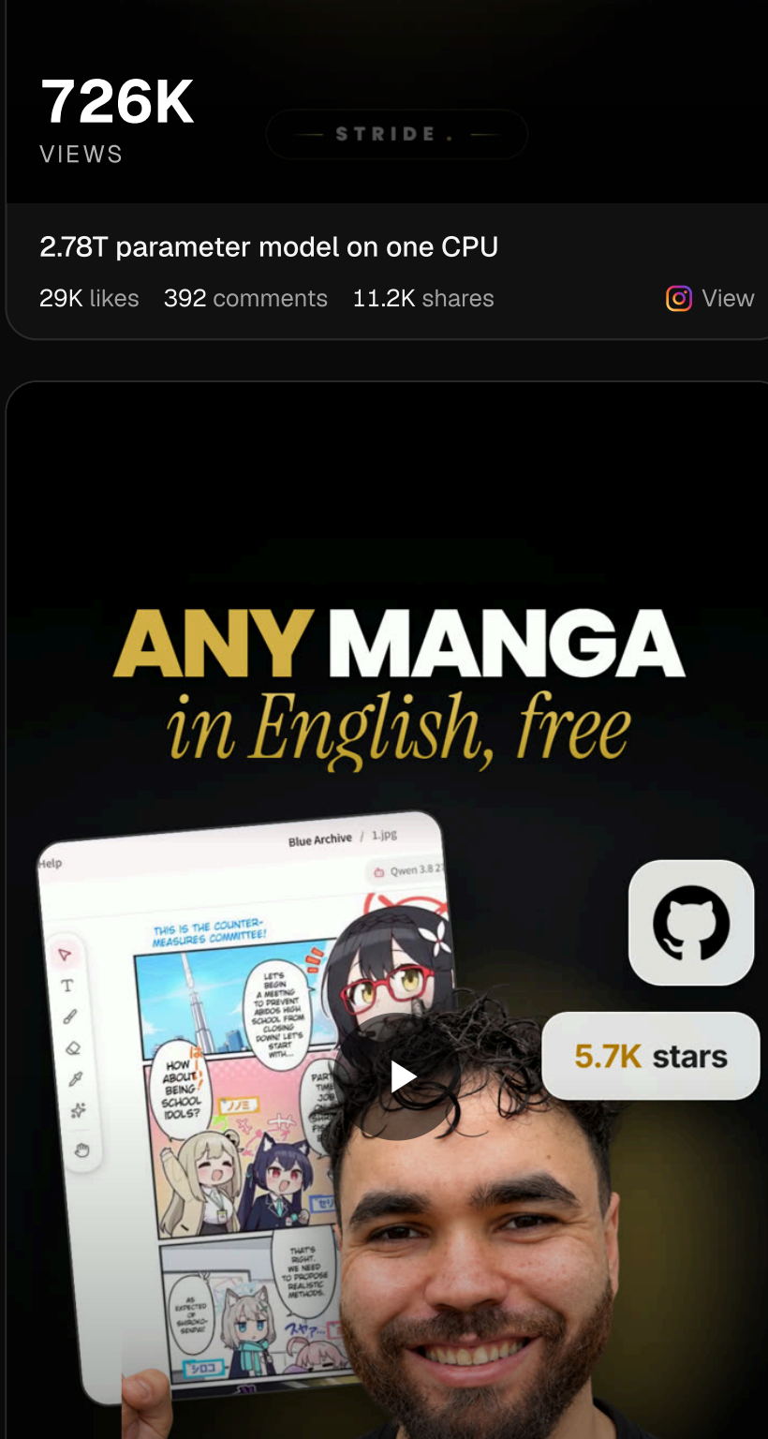
2.78T parameter model on one CPU
29K likes 392 comments 11.2K shares View



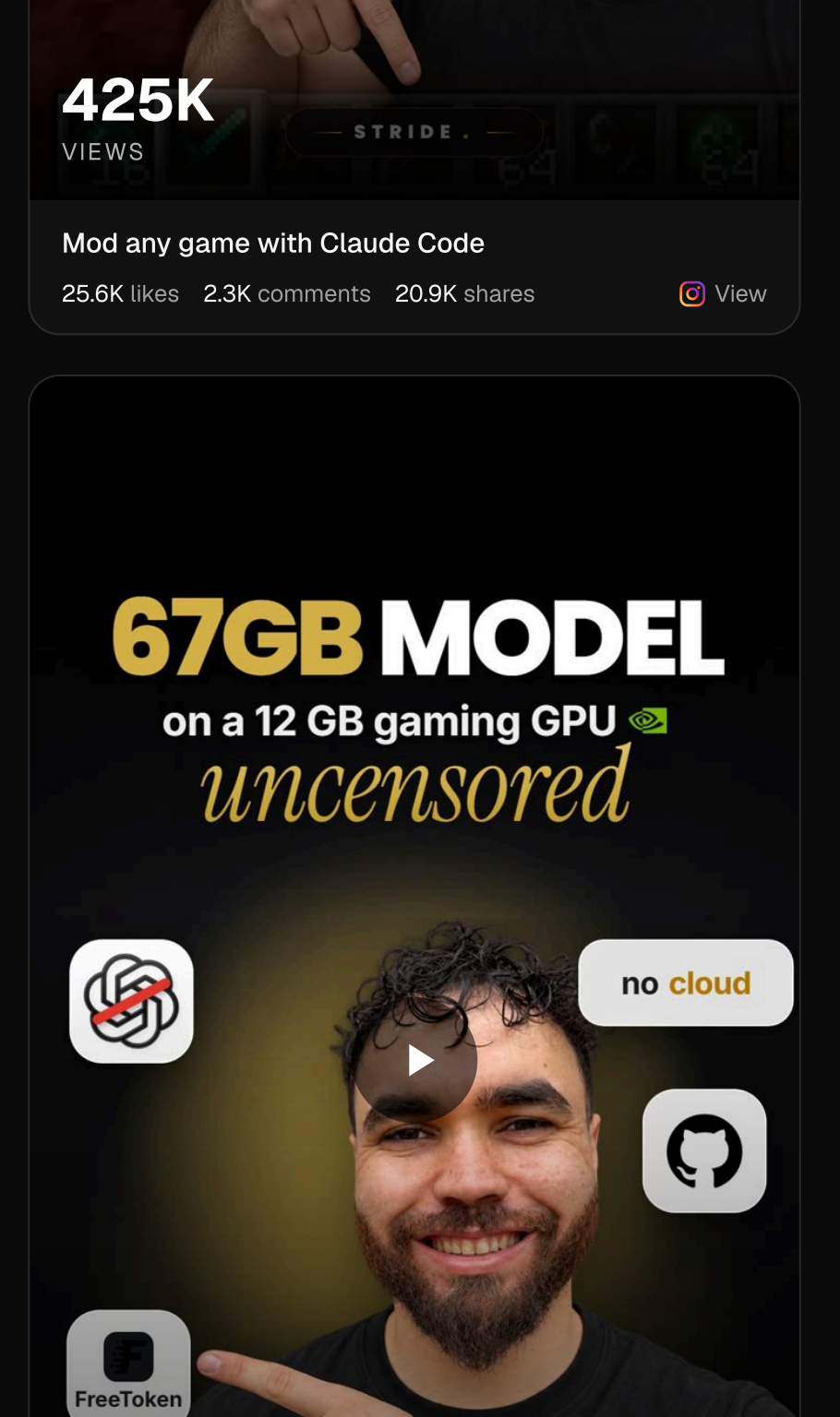
Mod any game with Claude Code
25.6K likes 2.3K comments 20.9K shares View



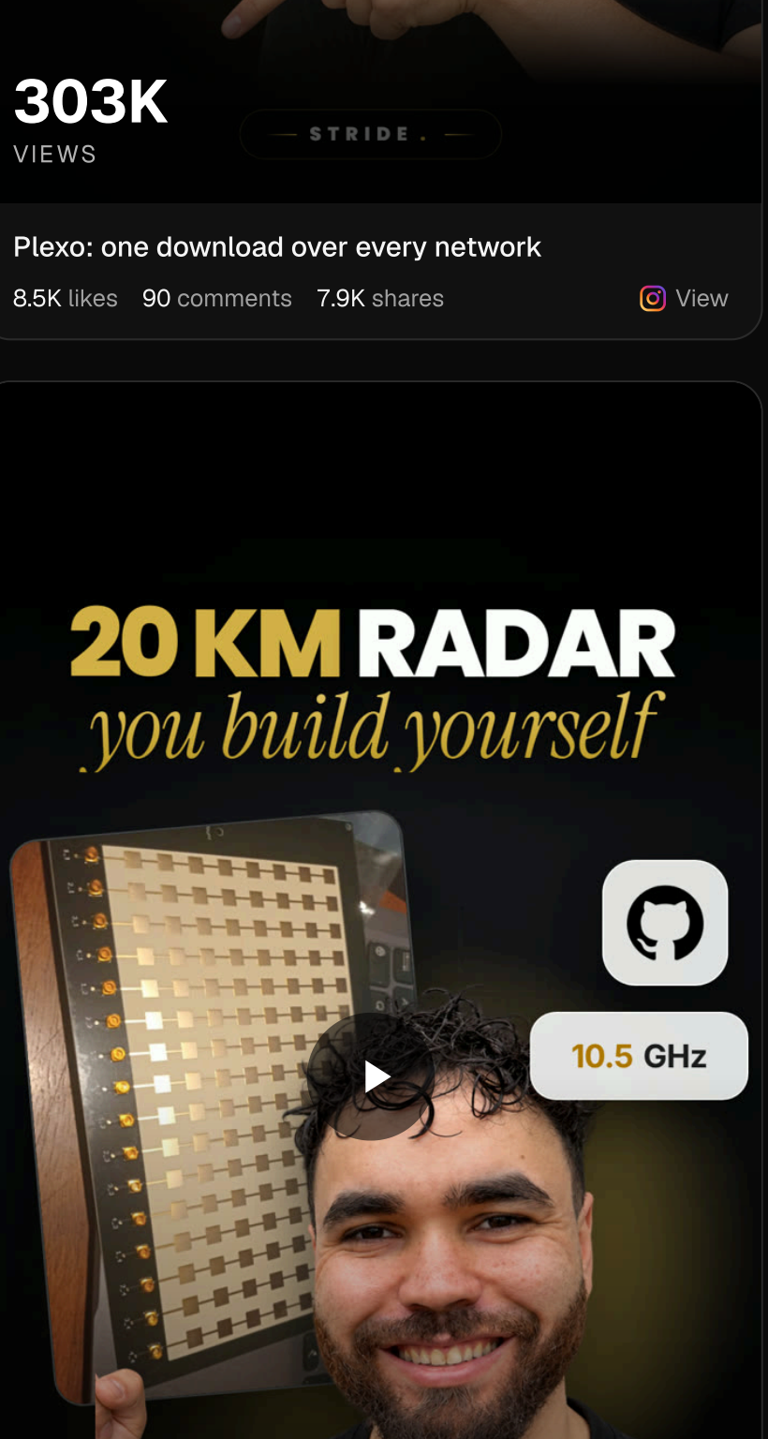
Plexo: one download over every network
8.5K likes 90 comments 7.9K shares View



Koharu: translate any manga, free
4.9K likes 751 comments 4.4K shares View



67GB model on a gaming GPU
2.4K likes 936 comments 1.6K shares View



AERIS-10: build your own radar
2.9K likes 242 comments 1.3K shares View

135K views on TikTok
Mod any game with Claude Code · 5.3K likes · 452 comments

120K views on TikTok
2.78T parameter model on one CPU · 4.5K likes · 141 comments

YOUTUBE

Deep dives that keep getting found.

Hands-on reviews of AI coding tools, agents and automation platforms. 21K subscribers and 695 videos. This is the format a dedicated sponsored video follows.

Visit the channel →

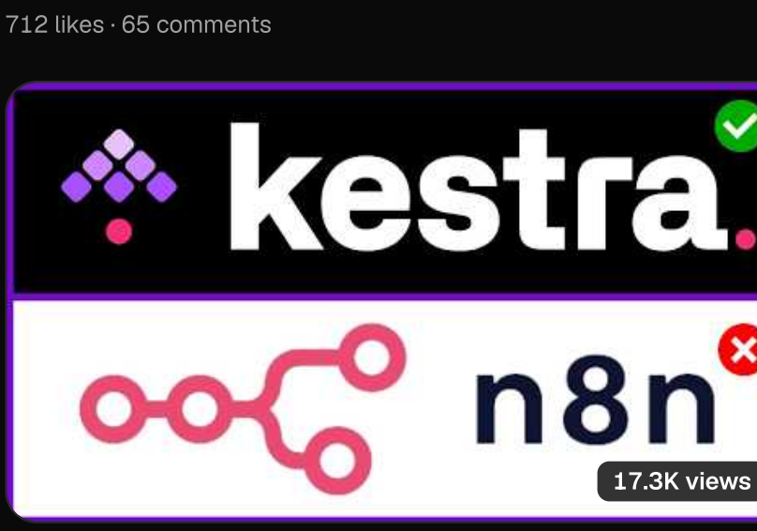
13.3M thumbnail impressions

6.5% click-through rate

3:36 average view duration

31% of views from YouTube search

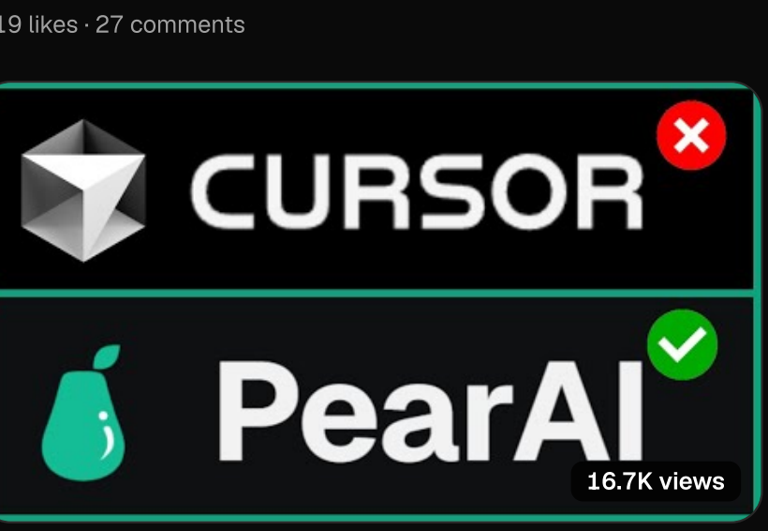
A 3:36 average view means a 60 to 90 second integration gets watched, and search traffic keeps sending new viewers to a video for years. 88% of watch time comes from people who aren't subscribed.



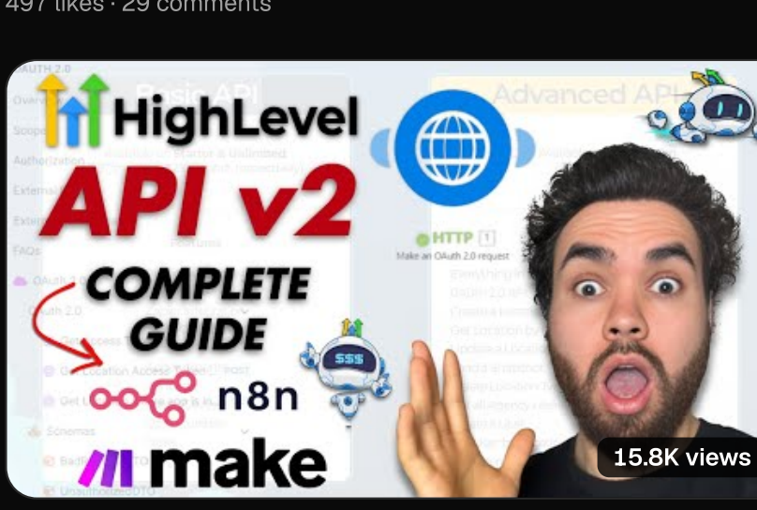
Cofounder AI coding agent vs v0, Cursor and Bolt.new
1.1K likes · 132 comments

crewai GUI
crewai
34.1K views

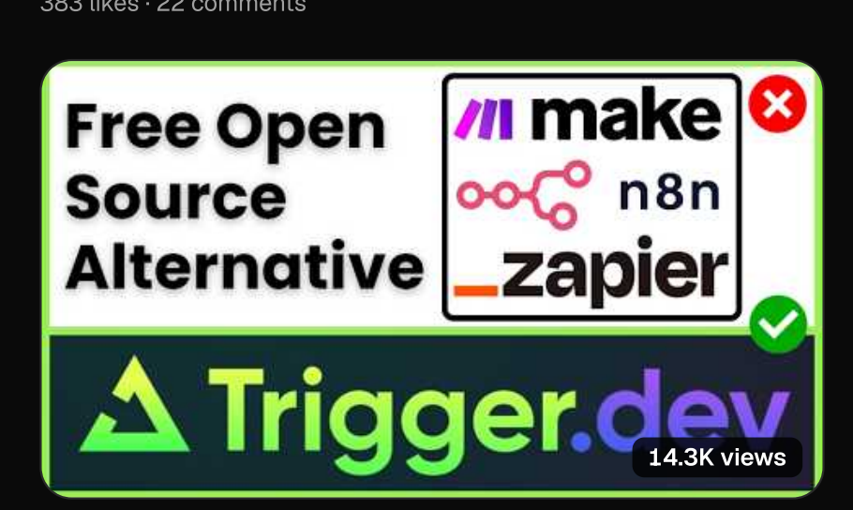
CrewAI Studio: open source agent orchestration
632 likes · 45 comments



Lovable.dev vs Bolt.new and Cursor
388 likes · 30 comments



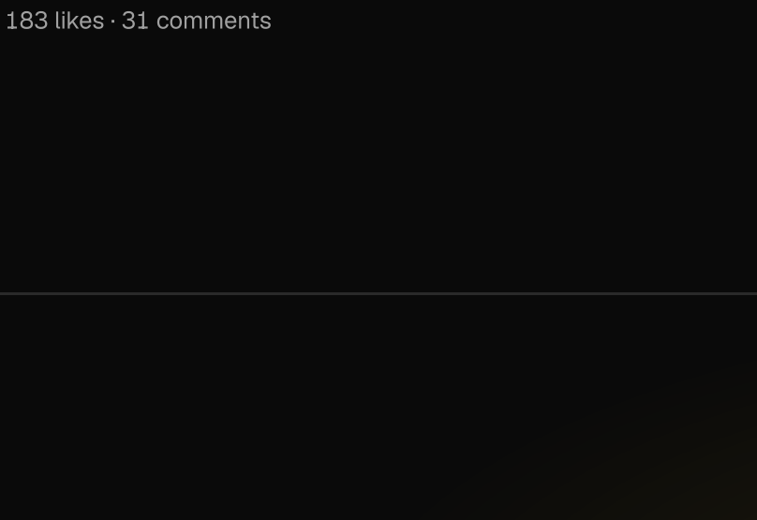
Bolt.new open source, self-hosted
712 likes · 65 comments



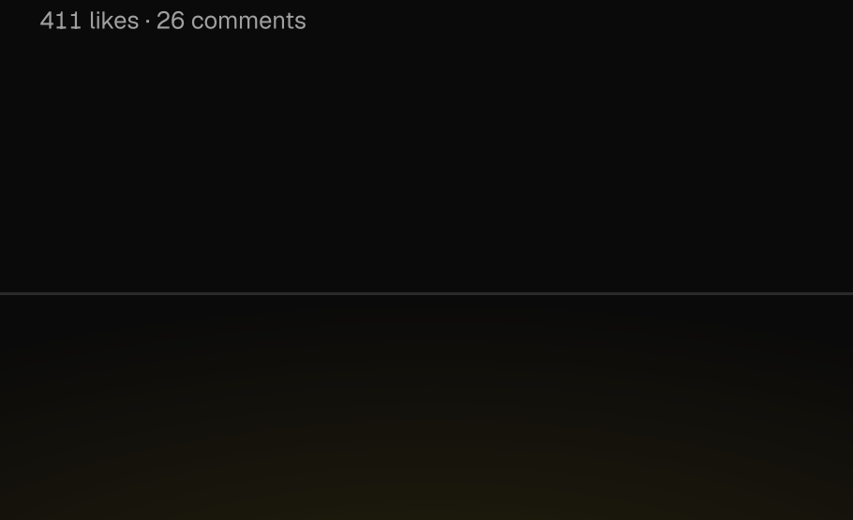
Free n8n RAG AI agents course
856 likes · 52 comments

CURSOR
Void
18.8K views

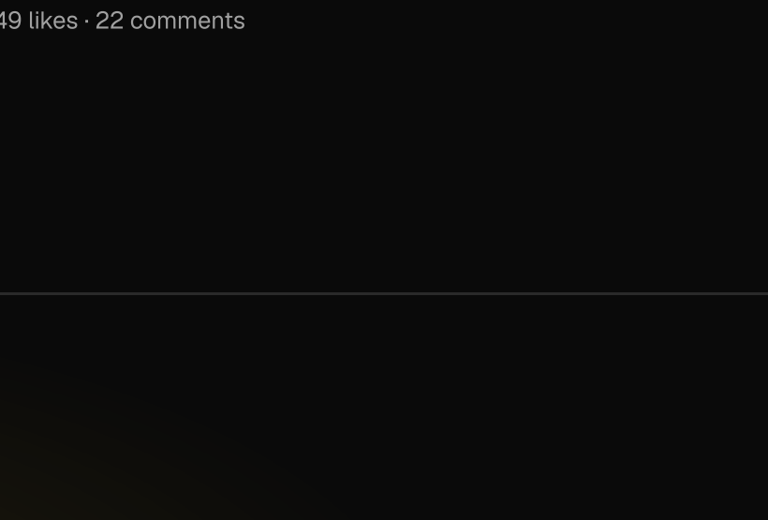
Void: the open source Cursor alternative
219 likes · 27 comments



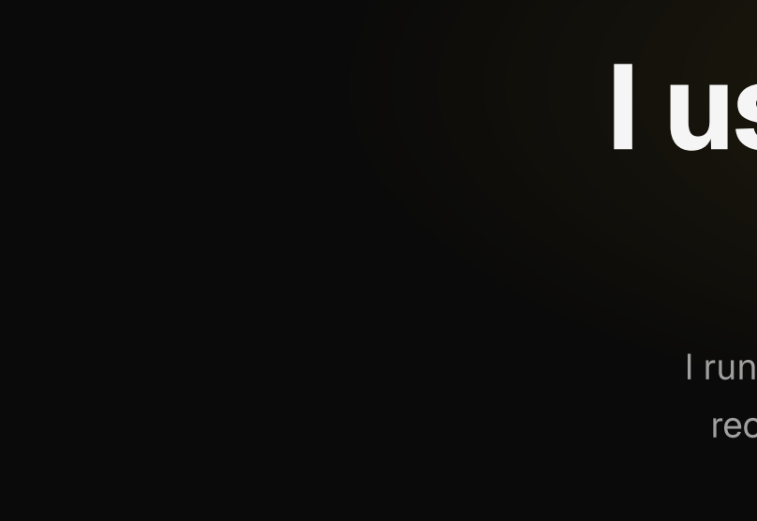
Kestra: self-hosted workflow automation
497 likes · 29 comments



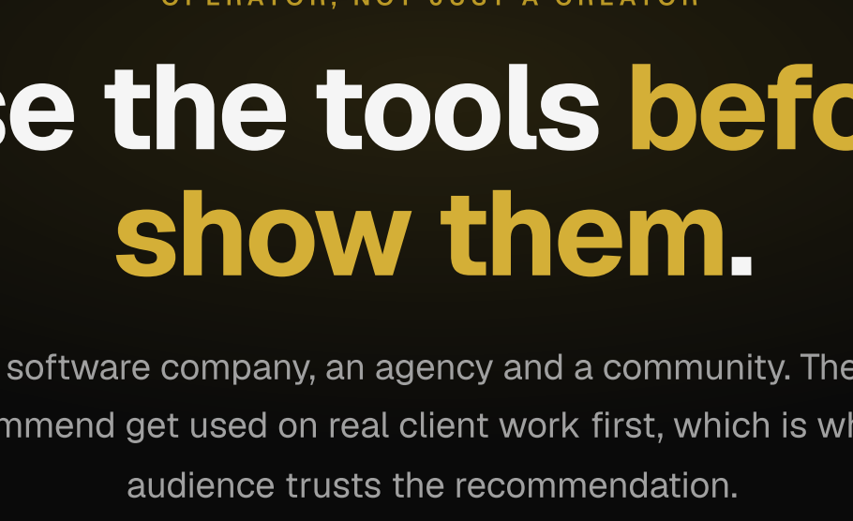
Browser Use WebUI vs OpenAI Deep Research
383 likes · 22 comments



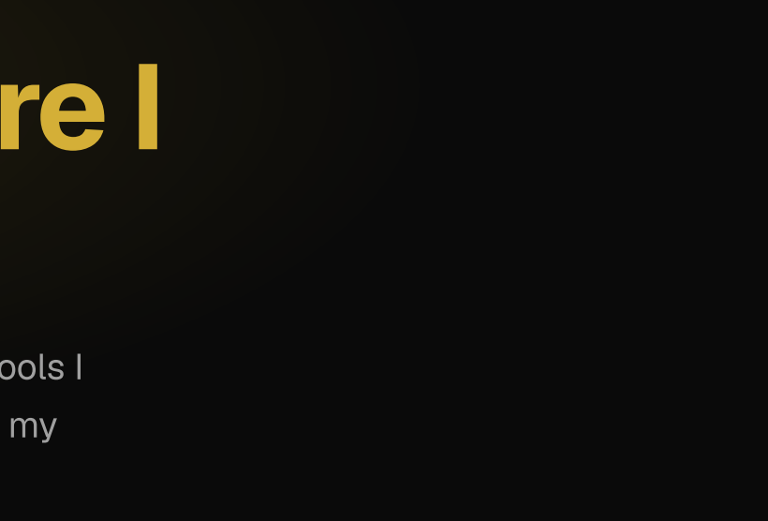
PearAI open source IDE
337 likes · 43 comments



GoHighLevel API OAuth v2 with n8n and Make
183 likes · 31 comments



Trigger.dev self-hosted on Coolify
411 likes · 26 comments



Crawl4AI + Cursor: scrape any website
349 likes · 22 comments

OPERATOR, NOT JUST A CREATOR

I use the tools before I show them.

I run a software company, an agency and a community. The tools I recommend get used on real client work first, which is why my audience trusts the recommendation.

Product
StrideAIOperatorKit
My AI operating system for business owners, sold through my own funnel.

Software
StrideOps.ai
The AI operating system I build and run my business on. Agents, context and client work in one place.

Agency
ExecutiveStride.com
My marketing and AI agency: paid ads plus AI services like AI appointment setters for real clients.

1.2K members
StrideAIAcademy.com
My community of builders learning to create and sell AI systems, with Claude Code, Obsidian and more.

AS FEATURED IN

yahoo!finance Forbes Entrepreneur THRIVE GLOBAL New York Weekly

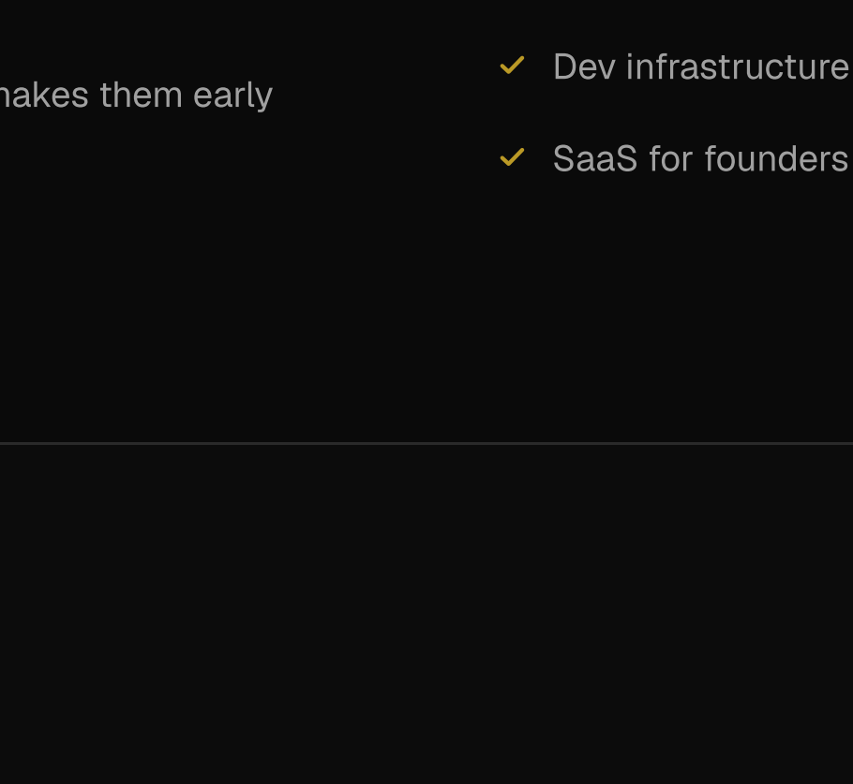
AUDIENCE

Working-age men who buy tools.

97% men, 69% aged 25 to 44, led by the US. The people who pick the software at their company, or own the company.

GENDER
97%
men
Men 97.2% Women 2.8%

AGE



TOP MARKET
United States
#1 country on Instagram and YouTube
Views from the US, Canada, UK and Germany

Instagram 32.1%
YouTube 34.1%
• United States • Canada, UK, Germany

Gender and age: Instagram Insights, Sep 13 to Oct 13, 2026 (YouTube matches: 96% men, 61% aged 25 to 44). Markets: Instagram 30 days and YouTube lifetime.

Who they are

- ✓ Developers and technical builders using Claude, Cursor and coding agents
- ✓ Founders and agency owners automating their business with n8n and GoHighLevel
- ✓ People actively testing new AI tools, which makes them early adopters for yours

Best fits

- ✓ AI coding tools and agents
- ✓ Automation and workflow platforms
- ✓ AI video, voice and creative tools
- ✓ Dev infrastructure: hosting, APIs, proxies, databases
- ✓ SaaS for founders and agencies

RATES

Simple, flat pricing.

Flat fees in US dollars. I write, film and edit every video, and you approve it before it goes live.

Short-form video
One Reel / Short / TikTok, posted to all short-form channels
$750

Long-form integration
60 to 90 second segment inside a YouTube video, plus link in the description
$750

Dedicated YouTube video
Full video built around your product: walkthrough, real build or tutorial
$1,500

Bundles

Long-form gives depth, short-form gives reach. Bundles combine both and save 15 to 20%.

Short-Form Pack
$1,800
~~$2,250~~ if booked separately
- ✓ 3 short-form videos

Best for: Testing the fit before a bigger campaign

Launch Pack Most popular
$1,900
~~$2,250~~ if booked separately
- ✓ 1 long-form integration
- ✓ 2 short-form videos

Best for: Product launches and new features

Feature Pack
$3,000
~~$3,750~~ if booked separately
- ✓ 1 dedicated YouTube video
- ✓ 3 short-form videos cut from it

Best for: Maximum depth plus reach on every platform

Monthly Partner
$3,000 / month
~~$3,750~~ if booked separately · 3-month minimum
- ✓ 1 long-form integration per month
- ✓ 4 short-form videos per month

Best for: Staying in front of the audience all quarter

Ad usage rights

Run any video as a paid ad from your account (Spark Ads, partnership ads, whitelisting or YouTube ads). Added on top of the video price, for short-form and YouTube alike.

First 30 days of ad usage The right to run the video as an ad, boost it and cut edits from it for 30 days	**+$500**
Each additional 30 days Keep the ad running past the first month	**+$450** / 30 days

Example: a short-form video with 30 days of ad usage is $1,250. A dedicated YouTube video with 90 days is $2,900. A comment keyword with an automatic DM, affiliate or tracking links and pinned comments can be added to any package at no charge.

HOW IT WORKS

From first email to live in about two weeks.

1 **Brief**
Send the product, your talking points and the link. I confirm a slot and lock the date.

2 **Draft**
I use the product for real, then script, film and edit the video. You get a finished draft within 5 business days.

3 **Approve**
You approve it or ask for one round of changes. Nothing goes live without your yes.

4 **Live**
The video goes out on every channel in the package and stays up. I send the numbers after 30 days.

QUESTIONS BRANDS ASK

Before you book.

Anything else, email me and I'll answer the same day.

- Do you label sponsored videos? +
- Who controls the creative? +
- Can we run the video as an ad? +
- Can you add a comment keyword with our link? +
- Do you guarantee views? +
- Is there exclusivity? +
- How does payment work? +

Book a video

Put your product in front of people who ask for the link.

Email me three things and I'll reply with open dates.

Email Josh → josh@executivestride.com Download the PDF

01 Your product and the link you want people sent to

02 The format: a short, a YouTube integration, a dedicated video or a bundle

03 Your timeline

Figures as of Oct 2026. Past results don't guarantee future views.