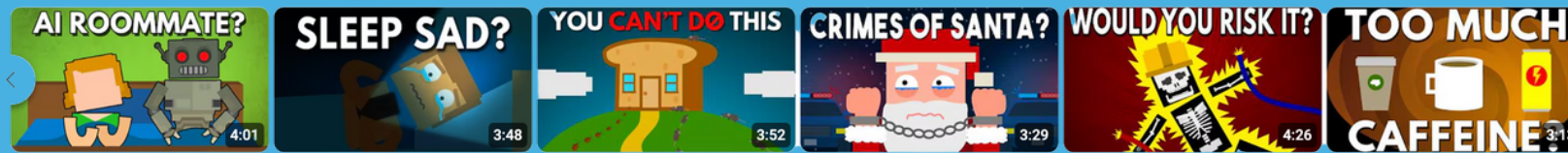


MEDIA KIT

ANIMATED CURIOSITY. TRUSTED BY MILLIONS. BUILT FOR BRANDS.

LIFENOGGINSTUDIOS.COM



LIFE NOGGIN

WHERE EDUCATION
MEETS IMAGINATION.

ABOUT LIFE NOGGIN

For over 10 years, we've been entertaining and educating viewers with high-quality animated explainer videos that explore science, health, psychology, and "what if" scenarios. Every episode is crafted by a team of skilled animators, writers, and fact-checkers, and every fact is backed by reliable sources (linked in each video description).

With over **3.16 million subscribers** and a total of **600+ million views**, we've become a staple in the edutainment space—recognized by major creators, celebrity guests, and even the Google/YouTube team.

CHANNEL BY THE NUMBERS



3.16+ MILLION
SUBSCRIBERS

600+ MILLION
LIFETIME VIEWS

10+ YEARS
OF WEEKLY CONTENT

6+ MILLION
MONTHLY IMPRESSIONS

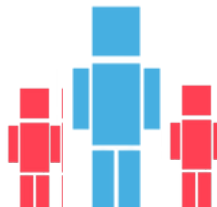
22+ MILLION
HOURS WATCHED

1 VIDEO PER WEEK
EVERY SUNDAY @ 9 AM ET)



GLOBAL REACH

Primarily U.S. with strong UK, Canada, and AUS presence



BRAND-SAFE, FAMILY-FRIENDLY, COPPA-COMPLIANT



WHO WATCHES LIFE NOGGIN?



- Ages 18–34 are the core demographic
- Viewed by students, educators, parents, and lifelong learners
- Highly engaged fans who love science, tech, health, psychology & space
- Trusted in classrooms, homes, and libraries across the world

NOTABLE FEATURES



- ✓ Celebrity Guest Appearances
- ✓ YouTube Homepage Features
- ✓ Trusted & Praised by YouTube’s Internal Team
- ✓ Cross-promotions with Top YouTubers
- ✓ Used by Educators in K–12 and Higher Ed

EXAMPLE VIDEO THEMES



- “What If Humans Could Breathe Underwater?”
- “The Science of Anxiety”
- “How Powerful is the Sun?”
- “What If the Internet Stopped Working?”
- “Can We Live Forever?”

WHY SPONSOR LIFE NOGGIN?

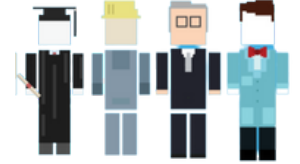


- Unmatched Trust & Credibility in Edutainment
- Videos can be tailored around your brand or area of interest
- Strong brand alignment for STEM, health, tech, or education orgs
- Safe environment for family-friendly messaging
- Backed by data and an evolving strategy—new consulting team driving next-stage growth





SPONSORSHIP TIERS



EXPLORER TIER – \$1,500/VIDEO

- 15-second brand shoutout (mid-roll or end-roll)
- Logo + link in video description
- Instagram Story or Tweet promo

INNOVATOR TIER – \$3,000/VIDEO

- 30-second brand segment inside the video
- Custom visuals (lower-thirds or animations)
- Priority episode topic tie-in (pending approval)
- Description link + pinned comment
- Instagram post + YouTube Community Tab promo

VISIONARY TIER – \$6,000/VIDEO

- Full video centered around your brand's relevant message
- "Presented by [Your Brand]" intro card mention
- Custom storyline, integration, and voiceover support
- Logo, links in description, pinned comment, end screen
- Full promo: Instagram Story, post, Tweet, Community Tab
- Full usage rights for your brand's marketing

THE FUTURE OF LIFE NOGGIN

We're investing in higher-performing content with the help of a new strategic consulting team focused on growth, engagement, and SEO. This is an exciting time to partner with us—you get in on a channel with legacy credibility, evolving momentum, and a loyal fanbase. Your support helps fuel original content, new ideas, and meaningful impact.



LET'S CONNECT info@lifenogginstudios.com
www.lifenogginstudios.com

A team member will personally follow up to learn more about your brand and how we can collaborate on something truly impactful.