



PARTNERSHIP PROSPECTUS · 2026

TK & Julia

the couple people actually watch

A real UK couple whose everyday life has been watched 17 million times and shared nearly half a million. This is who is watching, why it works, and why partnering with us now, not later, wins the best terms.

WHO IS ACTUALLY WATCHING

The homework, done for you.

The best marketing starts with knowing exactly who you are talking to. Most creators can only guess. We can show you, to the percentage point, because our audience tells us every day.

17.3M

Views, 12 months

481K

Shares

52K

Followers

25-34

Core age (38.9%)



The insight most creators cannot give you.

Our **followers are 66 to 70% men** — a loyal base that subscribes and stays. But our **reach is 63% women**, and 99% of our Instagram engagement comes from people who do not yet follow us. In plain English: **men follow and stick, women discover and share**. One partnership. Two audiences. A durable male subscriber base and a female-driven viral engine, working at the same time.

US-led (28 to 32%), UK top three, with a genuine global family from South Africa and Nigeria to India and Egypt. Core age 25 to 34 on both platforms. All figures read from live TikTok and Instagram dashboards, July 2026.

WHY THE NUMBERS HAPPEN

People do not share adverts. **They share themselves.**

The content that reaches millions is not polished, and it is not a pitch. It is the everyday push and pull of a real relationship, the kind a woman watches and immediately sends to her partner with "this is so us." That recognition is the most valuable thing in marketing, and it is the one thing money cannot manufacture. It is also exactly what your product gets to sit inside.



481,000 shares means 481,000 endorsements. Every share is a free, trusted recommendation carrying your product into a new circle.



89% of reach is earned, not followed. The algorithm re-auditions us every post and keeps choosing us. Your brand rides that, not a static follower count.

"A product placed in TK & Julia's world reads as a recommendation between friends, the single hardest thing a brand can buy."

Book the couple, or book a lane.



TK

Reaches the loyal male base directly. Grooming, tech, fitness, everyday carry, sold straight, in a real voice rather than a polished one. The men who trust him buy on his word.



Julia

The reach engine. Beauty, motherhood, home and women's lifestyle, with an audience of women 25 to 34 who share what she recommends. Warm, honest, deeply believed.

Best-fit categories, matched to the data

For the female reach engine (highest share potential): beauty, skincare, home, food, family, baby, relationships, everyday-affordable products a woman tags her partner in.

For the loyal male base (via TK): grooming, tech, fitness, everyday carry, straight-talking recommendation to men who already trust him.

Get in at **ground level.**

The creators brands wish they had partnered with at 20,000 followers are the ones charging a premium at two million. You cannot go back and buy in early. But you can right now, with us, at exactly the moment the curve starts to bend.



- ✓ **Preferential terms, locked.** Partner now and your rate, your first-refusal and your category priority hold as we scale. The brands who got in at ground level keep ground-level economics.
- ✓ **YouTube is not a gap, it is your entry point.** We have not launched there yet. The partners who lock in now grow into that platform with us, on early terms, before the audience there even exists.
- ✓ **The story is expanding.** Our family is growing, with more news on the way, and every new chapter is a new audience a partner already inside gets to grow into. More life, more content, more reach, same relationship.

What "locked in with us" actually means.

Not a one-off placement. A relationship that compounds. As our reach grows across TikTok, Instagram, a launching YouTube and a widening family story, the brands who backed us early do not get re-quoted at the top of the market. They get preferential dealings, priority in their category, and the loyalty of two people who remember who was there at the start.

Start the conversation. Tell us your product, your buyer and your tone. Rates the same day.

tkandjulia@weareconversionforge.uk · TikTok and Instagram @tkandjulia · Kent, United Kingdom