

Entertainment first.

Brand partnerships that belong in the show.

The Hammered Handyman makes original comedy in the world of tools, home projects and DIY mishaps. Sponsors support the entertainment the audience already chooses to watch.

DOCUMENTED DISTRIBUTION

151,490

Facebook lifetime followers

~120K

Instagram followers

4.15M

Instagram views / last 90 days

238.6K

YouTube views / last 28 days

117K

TikTok followers

18.4M

TikTok video views / 365 days

10,298

YouTube subscribers

1.7M

TikTok likes

AUDIENCE & REACH

The measured audience skews male and is concentrated in ages 25-54 where measured. The U.S. is the largest market across Facebook, TikTok and YouTube; Canada is second.

Instagram figures, YouTube subscribers and 28-day views, and TikTok likes were creator supplied in September 2026. Facebook and TikTok annual figures came from the platform audit. YouTube had 4.09M annual views in the platform audit. Reporting windows differ. Followers can overlap; past views do not guarantee future reach.

Ways to work together

Original shorts: one primary sponsor.

Full episodes may offer multiple sponsor spots.

01 / STANDARD SPONSORSHIP

Brand association with an original Hammered Handyman comedy video, acknowledgment and normal organic distribution. Placement, endorsement and usage rights are separate.

02 / PRODUCT PLACEMENT

Intentional, recognizable screen presence when the product belongs in the workshop. Creative scope is agreed before production.

03 / STORY INTEGRATION

A product participates in the entertainment when there is a natural comedic fit. Hammered Handyman retains final creative control.

SEPARATE SERVICE / HH MEDIA

Commissioned commercial production for a brand is quoted separately. Advertising use, rights and channel distribution are discussed in the brief.

CURRENT & PAST PARTNERS

Bath Depot | Kaiweet Tools | Giraffe Tools
SimplyWise Cost Estimator

NEXT STEP

Explore upcoming opportunities and submit an inquiry at hammeredhandyman.com/sponsor/. Tell us which project, partnership level, product or service, approximate budget and desired usage you have in mind.

Cash and useful products can count toward agreed sponsorship scope. Overlay credit is distinct from placement, integration and usage rights.