

Media Kit · Winter 2026–27

YOUTUBE · @THEBOUNDLESSBROTHERS

The Boundless Brothers

Two brothers testing the limits of everything, living a life most people are too afraid to try, and bringing you along for the ride.

168.7K
monthly viewers (last 28 days)

14.2K
subscribers, all earned since March 2025

5+
Shorts past 185K views each

14M
total views · YouTube Partner since Oct 2026

Meet Micah (14) and Caleb (11)

Micah and Caleb co-edit the channel. Micah is the tech brain, and Caleb is the one you can't stop watching on camera. Together they race, build, fly, compete and travel, and they do it for real: no scripts, no fake reactions, no staged unboxings.

They have flown 25 JetBlue routes in 30 days, reviewed business class from a kid's seat on eight airlines, and filmed in 10+ countries. Mom (Kelly) produces and plans. The boys film, edit and publish every video themselves. It's their first business, and they're learning it by doing.

Brothers challenges · Travel stunts · Premium cabin reviews · Tech & gear testing · RC & outdoor · Kids building a business

Proof it travels

25 flights · 30 days

The JetBlue 25-for-25 challenge: 23 daily episodes, a full press release, and a give-back to kids in rural India built in.

Gear Shorts that break out

Go-kart drift test 11.5M, Traxxas X-Maxx 520K+, Segway go-kart features 300K+, GT3 scooter 200K+.

Search-driven travel library

QSuites, Etihad, STARLUX, Aer Lingus, Virgin Atlantic, EgyptAir, Vietnam Airlines. Reviews that keep pulling Google and search traffic for months.






WHO WATCHES

Parents who buy the gear, and the kids who beg for it

- 168.7K people watch every month, and 78% of them are new to the channel. We keep reaching new families
- Core viewers are adults 25 to 44, mostly parents, plus a strong teen audience
- U.S.-based family with a growing global audience
- Family-safe in every video, so parents watch together and share
- Viewers who travel, buy real outdoor and tech gear, and value experiences over stuff

Full YouTube Studio demographics available on request.

HOW WE WORK WITH BRANDS

- **Real testing, honest takes.** The boys use it hard and say what they think.
- **Story first.** Your product is part of the challenge, never an ad break.
- **Parent-managed.** Kelly handles contracts, safety and approvals. Everything is disclosed.
- **Two audiences on request.** Pair with Go Boundless Travel for an adult points-and-cost angle on the same trip.

PARTNERSHIP OPTIONS

Starting rates

Dedicated YouTube video 6 to 12 min, built around your product or destination, plus 1 Short	**from $1,200**
Integrated segment 60 to 90 seconds inside a planned video, link pinned	**from $600**
YouTube Short Vertical, under 60 seconds, cross-posted to Instagram	**from $350**
UGC bundle 3 vertical clips for your own channels, 90-day organic use	**from $450**
Hosted trip or experience 1 long-form video, 2 to 3 Shorts, plus a Go Boundless Travel cost breakdown	**stay + fee, scoped per trip**

Paid ad usage and whitelisting by request. We approve all edits of the boys' footage. Multi-video and season packages available.

COMING UP · OPEN TO PARTNERS

Snowboarding
Winter 2027, almost anywhere in North America. Brothers vs. the mountain: lessons, terrain park and a final showdown.

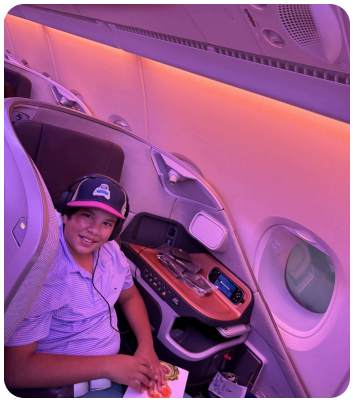
U.S. road trips & cruises
Family adventure stays, national parks, and a first cruise from a kid's point of view.

Asia & beyond
China tech, India, Vietnam, South America and beyond. Hosted or paid, reviewed honestly.









Let's make something together.
Kelly Damor, producer · boundlessbrothersmedia@gmail.com

youtube.com/@theboundlessbrothers
theboundlessbrothers.com/work-with-us