



www.considered.uk



BRAND PARTNERSHIP GUIDE | 2026 EDITION



CONSIDERED

Independent Reviews • Home Energy • Technology • Real-World Testing

Better decisions about tech, tools, home & life



THE STUDIO

Built around EVIDENCE, Not hype.

Considered helps people make informed purchasing decisions through real-world testing, long-term ownership and honest reviews. Every product is evaluated as if I were spending my own money because, most of the time, I am.

Why brands work with Considered

Real-world testing

Products aren't reviewed straight out of the box. Wherever possible they're installed, used and evaluated over weeks or months in real-world conditions.

Trusted Recommendations

Recommendations are based on evidence, not sponsorships. Sponsored partnerships are always clearly disclosed and opinions remain independent.



MEET DALE

The engineer behind Considered.

Behind Considered

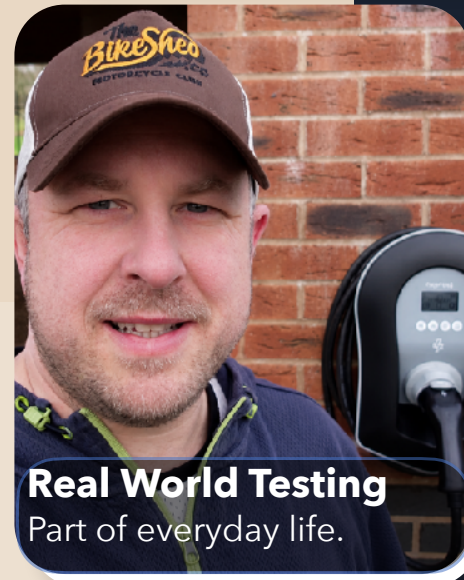
Considered combines over two decades of engineering and security experience with a passion for making complex technology easy to understand.

Every review is based on real ownership, measured performance and honest conclusions—not launch-day excitement.

Whether evaluating renewable energy, smart home technology or consumer products, the goal is always the same:

Help people make informed purchasing decisions.

* Based in Worcestershire, UK.



Featured Reviews

Products I live with. Not just unboxed.



The Considered Test Environment

Products aren't simply unboxed or tested for a weekend. Most become part of my home, where they're used daily and reviewed over weeks, months or even years. That gives viewers—and brands—a far more realistic picture of long-term performance, reliability and value.

Audience

An audience that researches before buying.

532K+

ANNUAL VIEWS

84.8k+

MONTHLY AUDIENCE

12,700+

CURRENT SUBSCRIBERS

31.7k+

ANNUAL WATCH HOURS

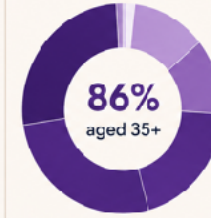
Source: YouTube Studio Analytics - Last 365 days (July 2026)

GENDER

 **90.4%**
Male

 **9.6%**
Female

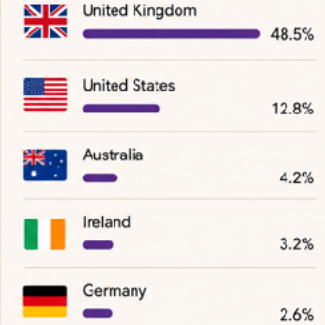
AGE DISTRIBUTION



13-17 years	0.5%
18-24 years	0.9%
25-34 years	13.0%
35-44 years	22.4%
45-54 years	22.7%
55-64 years	22.4%
65+ years	18.2%

GEOGRAPHY

Views • Last 365 days



AUDIENCE TAKEAWAY

Predominantly male (90.4%) with 86% aged 35+.

UK-led audience with strong reach in the US, Australia and Ireland.



AUDIENCE SNAPSHOT



90.4%
Male



86%
Aged 35+

Predominantly 35-64 years old



Homeowners & technology enthusiasts

Interested in energy, smart home and practical technology.



High-value purchasing demographic

Actively researches before buying and invests in quality solutions.



WHY THIS AUDIENCE CONVERTS



Research-driven viewers

People discover. Considered while actively researching products.



Homeowners

Core audience interested in energy, smart home and practical technology.



55% TV/Desktop viewing

Long-form content watched in detail rather than casually.



UK audience

With additional reach across the US, Australia and Ireland.



Growing channel

+56% subscriber growth over the last year.



CONSIDERED

Partnership Opportunities

Ways We Can Work Together

Real-world testing. Trusted recommendations.



Real World Validation

Installed, monitored and validated in real homes.



Independent Reviews

Evidence-based reviews that put viewers first.



Consumer Education

Complex technology made easy to understand.



Long Term Ownership

Months and years later—not just day one.

Partnership Services

Beyond the unboxing. Into everyday life.

Brands partner with **Considered** because products are installed, used and revisited over months or years—not just reviewed on day one.

Every partnership is transparently disclosed and editorial independence is never compromised.

Available collaboration formats

- Dedicated Reviews
- Integrated Sponsorships
- Long-term Product Testing
- Event & Product Launch Coverage
- Technical Consultancy
- Affiliate Partnerships

Every collaboration is designed to create lasting value for both viewers and brands.



Trusted by Leading Brands

Influence earned through evidence.

Why Brands Work With Considered

- Independent, evidence-based reviews
- Products tested in real homes
- Long-term ownership coverage
- Clear educational content
- Editorial independence always maintained

Independent reviews

Honest, evidence-based reviews with complete editorial independence.

Long-term partnerships

Products are revisited months or years later to show real ownership and long-term performance.

Professional production

Broadcast-quality production designed to educate, inform and build trust.

Dedicated Review

From £1,500

8-20 minute dedicated video
Independent testing & conclusions
YouTube description links

Integrated Feature

From £750

Included within a relevant video
Natural editorial integration
Ideal for complimentary products

YouTube Short

From £350

Vertical short-form video
Product demonstration or key feature
Cross posting available

Technical Consultancy

From £500

Product assessment
Feedback before launch
Engineering perspective

Long-Term Follow-Up

From £500

Month or years after launch
Real ownership experience
Real ownership after months or years

Events & Launches

POA

Product launches
Trade shows & events
Factory visits
Interviews

Partnership Investment

Every collaboration is tailored to deliver meaningful results.

▶ Every collaboration is scoped individually based on the level of testing, production requirements and campaign objectives.

Long-term partnerships and multi-video campaigns are available.

What's included

- ✓ Honest editorial independence
- ✓ Professional photography & video production
- ✓ Technical accuracy and fact checking
- ✓ Clear sponsorship disclosure
- ✓ Long-term ownership where appropriate
- ✓ Direct communication throughout the project