# PAUL & KELLY

MARRIAGE COMEDY | CREATOR MEDIA KIT





## 4.2 MILLION VIEWS IN 30 DAYS

## MULTIPLE MILLION-VIEW REELS IN 5 MONTHS

Lasagna: 4.1M | Brownie Points: 2.2M | Scrabble: 1M+ (released yesterday)

**Real moments from 33 years of marriage.**

Sometimes he's the problem. Sometimes she's the problem.

| 1,621 | 1M+ | 3 |
|---|---|---|
| INSTAGRAM FOLLOWERS | SCRABBLE / FIRST DAY | MILLION-VIEW REELS |

## WHO FOLLOWS US

75.4% women | 80.7% U.S. | 94.9% English-speaking

50.6% ages 25-44 | 86.7% U.S. and Canada

Audience percentages describe followers, not all video viewers.

## PARTNERSHIP OPPORTUNITIES

Original comedy sketches | Natural product integrations | Sponsored reels

Brand licensing and original comedy for advertising

## WATCH & CONNECT

Instagram: @paulmarksotc

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Source: Instagram Professional Dashboard, November 7, 2026.

Metrics may change.