



SEEN & HERD

LEADING BRANDS TO **EXPERT VOICES**





OBJECTIVE:

Create **authentic connections** with your target demographic through **expert creators**.

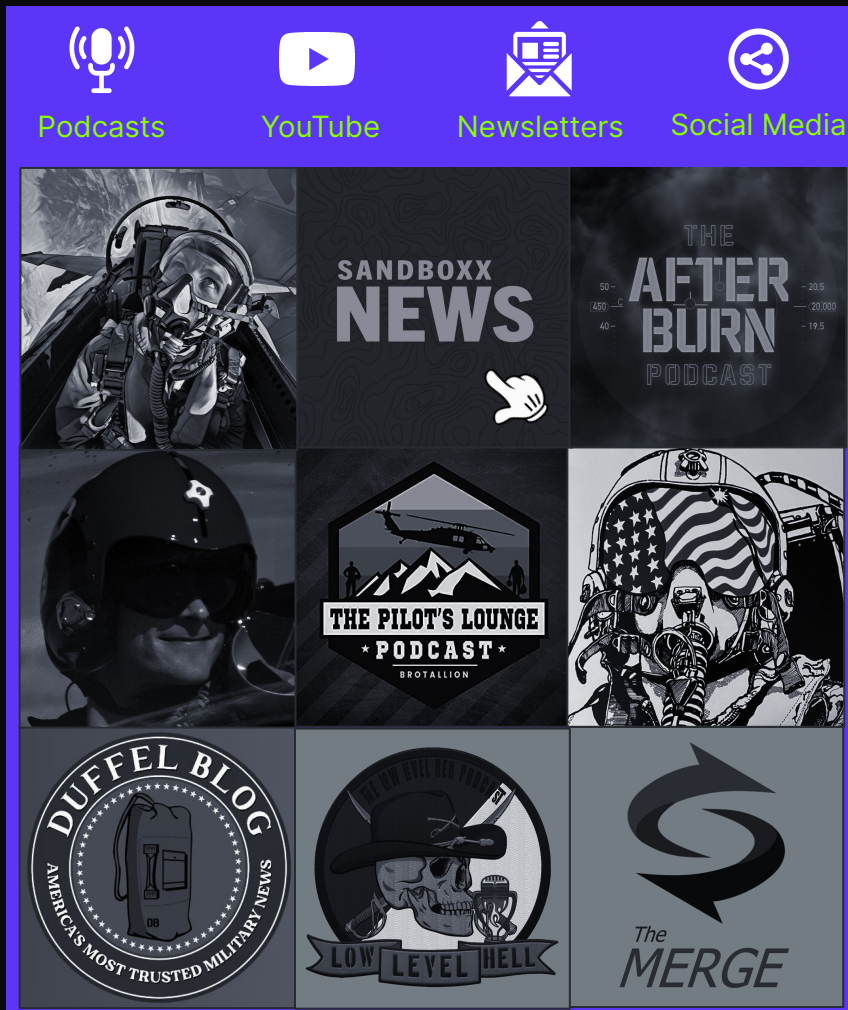
THE HERD:

The Herd is comprised of not only those who have *“been there, done that”* but are also the creators impacting the national discourse and authentically engaging the community.

We only work with the most authentic and respected voices.

Click the channel to find out more

SEEN & HERD



THE AUDIENCE:

Reach & scale
where it matters

Monthly
Downloads

700k



Monthly
Views

7M+



Newsletter
Subscribers

600k



Military & Veteran Community

- *Active Duty*
- *Recruits & Civilian Career Seekers*
- *Veterans*
- *Enthusiasts*
- *New Service Members & Families**

Defense, Aerospace & Gov't Community

- *Current & Former Fighter Pilots*
- *NFOs, WSOs, Engineers, Generalists, Operators*
- *Defense & National Security Decision Makers*
- *Bureaucrats + Gov't & Elected Officials*

Aviation Community

- *Pilots*



SERVICES:

A close-up, black and white photograph of an elephant's head, showing its eye and ear, serving as a background for the text.

OUR PROCESS IN 3 STEPS:

STEP 1

MEET & DISCUSS GOALS

Meet our team to discuss your brand messaging, KPIs, and budget. We'll help you achieve your vision by ensuring your goals are met and your messages seen and heard.

Your brand and your goals are unique, so we listen more than talk.

STEP 2

FIND THE RIGHT FIT

We'll connect you with our Herd and beyond to find the ideal partner(s) for your brand and your message.

We'll ensure the partnership maintains authenticity and authority

STEP 3

BRING IT TO LIFE

Once we've nailed down steps 1 and 2, we take care of everything - from planning the integrations to creating custom content and developing the best strategy to amplify your brand and messaging.

Excellent Input = Excellent Output

OUR PRODUCTS:

How we can work together

Podcast Advertising

Newsletters Sponsorships

Title & Series Sponsorships

YouTube Sponsorships

Native Integrations / Partnerships

Live Events & Experiential

Custom Features (audio & video)

Social Campaigns

Targeted Direct Mail to new recruits

Digital Media (ads, content, etc.)



PARTNERS:

Our team has partnered and worked with some of the biggest names across the defense and military communities.

We not only understand the content, but we also know how to deliver meaningful integrations!

Air Dominance

A Look at AMRAAM & Stormbreaker with Raytheon

[Click here](#)



THE HERD:

Reach Snapshot - All Creators

700K

Monthly Downloads

7M⁺

Monthly Views

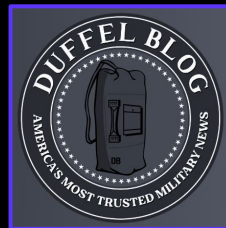
4M

Social Followers

600K

Newsletter Subs

FEATURED CHANNELS



THE HERD:



112k

600k

300k

The Fighter Pilot Podcast



354k

750k

90k

The Afterburn Podcast



331k

600k

3M

Sandboxx App & Sandboxx News



33k

200k

20k

Low Level Hell Podcast & CasmoTV



120k

300k

Max Afterburner



100k

414k

28k

The Duffel Blog



17k

8k

10k

The Merge Newsletter

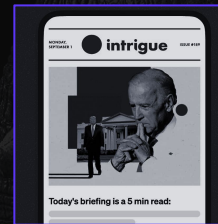


2k

500k

5k

Brotallion - The Pilot's Lounge



80k

International Intrigue Newsletter

SEEN & HERD

Book A Call

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