CONTENT CREATOR

AUDIOPHILES.EU

With 550,000+ followers across our social channels and more than 18 million monthly video views, Audiophiles.eu is one of Europe·s largest dedicated hi-fi content platforms, reaching listeners worldwide. community on Social Media. Our content focuses on breaking industry news, international show coverage, and in-depth features on the latest in high-end audio equipment.

The audience - primarily men aged 40+ with a deep passion for audio - engages actively with our content, making Audiophiles.eu a trusted source and valuable partner for brands and events within the global hi-fi industry.



MORE THAN 550,000 FOLLOWERS

Across channels

550K+

Followers

Instagram 225K+ · Facebook 155K+
YouTube 86K+ · TikTok 80K+

Monthly

18M+

views on video content

Top regions

USA
UK
Germany
France
Poland
Italy

CONTENT FORMS

Short-Form Video (Reels / Shorts)

High-impact storytelling designed for TikTok, Instagram, YouTube Shorts, and Facebook. Excellent for attention-grabbing and brand awareness.

Long-Form Video

Deep, story-driven pieces such as interviews, factory tours, or brand introductions. Builds authority and trust.

Show Coverage

Walk-around videos from international HiFi shows capturing the newest releases, standout systems, and interviews with designers and brands — delivering fast, authentic coverage to a global audience.

And m**uch more! Read more about our content below**

AUGUST 2026

REACH

Instagram

7M+

Monthly views

YouTube

3.8M+

Monthly views

Facebook

8M+

Monthly views

AUDIENCE

FACEBOOK / INSTAGRAM

Age Range

63%

35-65+ Years

Gender Male

98.2%

YOUTUBE

Age Range

71%

45-65+ Years

Gender Male

95.7%

Age Range

58,8%

35-65+ Years

Gender Male

88%

FACEBOOK / INSTAGRAM

Location

United States: **20.1%**
United Kingdom: **13.1%**
Germany: **11,3%**
France: **6.3%**
Poland: **5.6%**

YOUTUBE

Location

United States: **12.8%**
United Kingdom: **8.4%**
Germany: **7.1%**
Poland: **6%**
Italy: **3.2%**
France: **4%**

Location

Poland: **13%**
Germany: **8.2%**
United States: **7.8%**
United Kingdom: **4.4%**
Italy: **4.1%**
France: **3%**

RATES

1 REEL/SHORTS

€200

3 REELS/SHORTS

€500

6 REELS/SHORTS

€900

Full Campaign

6 shorts + 1 long form factory tour

FROM

€2000

+ TRAVEL EXPENSES

Creative Campaign

We can either film directly at a show or have your products shipped to us in Denmark - all content will be created in our signature style with tailored music. The campaign will run over 1 month (for 1–3 reels) or 2 months (for 6 reels) to get the maximum reach.

On YouTube, this can include a related longer-format video, such as a product discussion, factory tour, or product introduction, with direct links in the description.
On Instagram, the content will be published as a collab post.

All Shorts/Reels will be distributed across YouTube, Instagram, TikTok, Threads, and Facebook for maximum reach.

Sponsored Hifi-show coverage

7 second sponsor-spot on all associated long form content from specific Hi-Fi show
Will include link to a page webshop etc.

Minor local shows - ie. Soundsociety (Copenhagen,DK), Nord-Deutscher HiFi Tage (Hamburg, DE)

€350

Mid-sized show - ie. Warsaw Audio Video Show (Warsaw, PL) The Bristol HiFi Show (Bristol, UK)

€700

Large international show - ie. Axpona (Chicago, USA), High End Münich (Münich, DE)

€1500

Contact

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SHOWCASES



Reel campaign

Canton launching new Reference series - Reel/Shorts

YouTube shorts: 792.000 views
Instagram/Facebook: 491.800 views
TikTok: 234.100 views.

Campaign on 3 reels:
1.500.000+ views over 3 shorts/reels.
Cost per 1,000 impressions (CPM) =
0,23 EUR

Branding video

Audiovector Factory Tour

Long form YouTube video (22min)

Long form: **100.000+ views**
(gaining 5K monthly views)

500.000+ views over 3 shorts/reels.

Cost per 1.000 impressions (CPM) = **3,33 EUR**



LF Device Type
TV: **59,4%**
Computer: **19.8%**
Mobile: **14.8%**
Tablet: **5.9%**

Age
86%
45-65+ Years

Views
100K+
Average view time 5m:33sec

Traditional CPM for FB advertisement: **6,24 EUR** (source: Adflex)
Canton campaign with Audiophiles: **0,23 EUR**
Audiovector campaign with Audiophiles: **3,33 EUR**

AUDIOPHILES?

Who We Are

Audiophiles was founded by Daniel Nielsen, following his pioneering of the B2C HiFi e-commerce space using bold social media marketing, Daniel saw a shift: traditional paid SoMe ads were losing impact — organic, authentic content was outperforming everything else.



Daniel Nielsen, Audiophiles

With deep experience from all parts of the audio supply chain — from retail and e-commerce to manufacturing— Audiophiles was created to connect great audio brands with a passionate, global audience.

Audiophiles isn't "pay-to-win." We don't hand out stars or verdicts — we let brands and products speak for themselves through high-quality, story-driven content.

What We Offer

We operate in the space between a HiFi media platform and a content marketing agency.
We create authentic, high-performing video and social content that builds awareness, drives engagement, and brings brands closer to real audiophiles.

Content Types:

- **Shorts / Reels** – Fast, attention-grabbing content for TikTok, Instagram, YouTube, and Facebook. Perfect for exposure, branding, and teaser-style storytelling.
- **Long-Form Videos** – In-depth, story-driven content: factory tours, interviews, product stories, or educational videos.
- **Podcast (Coming Soon)** – "Ask the Expert" sessions for brand leaders and engineers to share insights.
- **Written Features (No Reviews)** – News and editorial coverage on Audiophiles.eu, currently undergoing a full relaunch.
- **A/B Testing videos** – A unique format that only media outlets like Audiophiles can post — driving significant engagement and measurable sales lift.

What You Get

- Reach and credibility · Audiophiles reaches 550,000+ followers across social platforms, with more than 18 million monthly video views.
- **Cross-platform exposure** – Your content appears across YouTube, Instagram, Facebook, TikTok, and Threads.
- **Campaign data** – Receive bi-weekly performance reports on reach, engagement, and traffic for the full campaign duration.
- **Authentic production style** – All content is filmed, edited, and published in Audiophiles' signature authentic style.