

MOTORSPORT
✓TOTAL.COM



 **YouTube**

Media Kit 2026

ABOUT US

Germany's Leading Voice in Formula 1.

Kevin Scheuren is the charismatic face of the Motorsport-Total.com Formel 1 YouTube channel. He hosts the shows and engages in live discussions with the community.

Our focus is on interactive **livestreams** surrounding every Grand Prix, as well as in-depth **analyses** of the hottest topics in the pinnacle of motorsport.

Our connections to renowned F1 experts like Ralf Schumacher and other insiders from the Formula 1 paddock guarantee maximum **credibility** and strong **community engagement**.



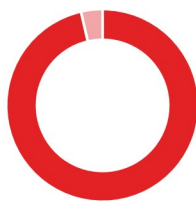
TARGET AUDIENCE

An Affluent, Loyal, and Tech-Savvy Community

Our viewers are more than just fans – they are enthusiasts. They invest in their passion, are brand-conscious, and form one of the most engaged communities in the motorsport cosmos.

Demographics

Gender



96.4 % male

3.6 % female



82% 25-64



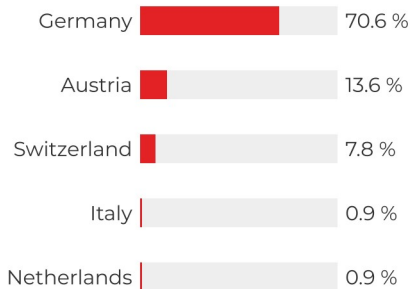
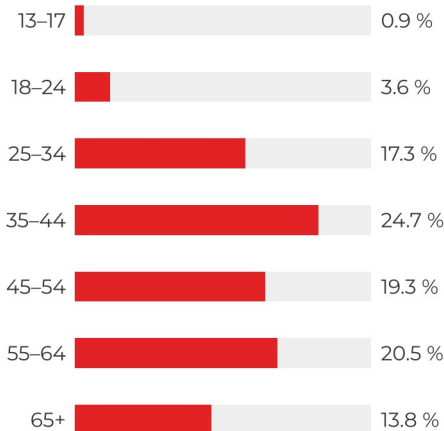
96% male



92% DE-AT-CH

Age

Region



Source: YouTube Analytics, Jan-Jun 2026

TARGET AUDIENCE

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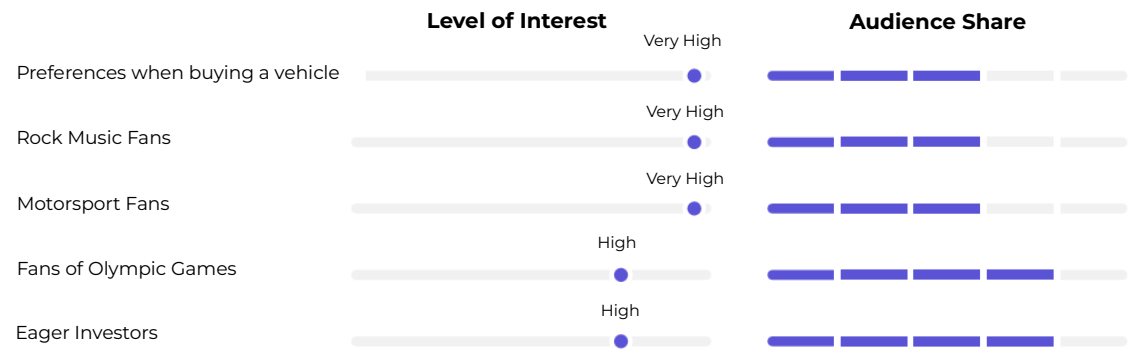
Cars



Household

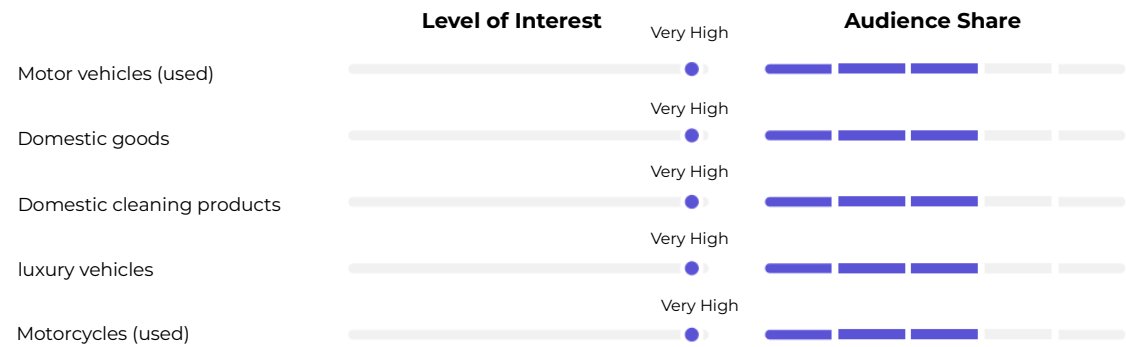
Interests of Audience

Last 60 days



Shopping Interests

Last 60 days



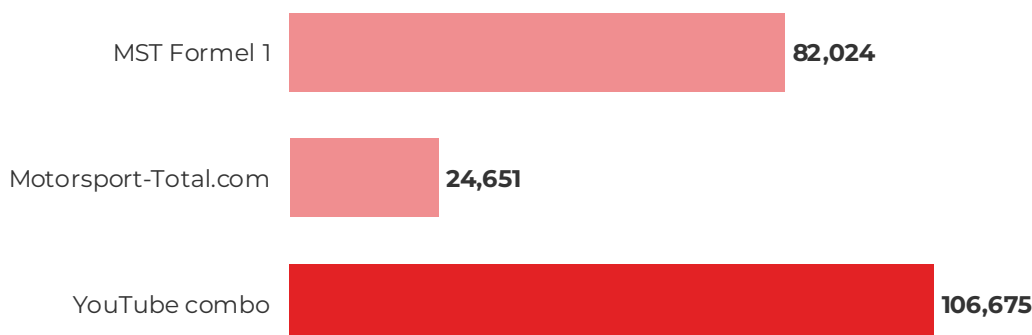
Source: Screenshots YouTube Analytics

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REACH

Our Drive: Performance.

Two channels, one strong combo.



550,000+
Monthly Video Views

106,000+
Subscribers (30.06.2026)

5.3 MIO+
Monthly Impressions

83,000+
Watch Hours (Month)

20:14 Min
Avg. View Duration (LIVE)

5:16 Min
Avg. View Duration (VOD)

Source: YouTube Analytics, avg. Jan–Jun 2026

FORMATS

Here is where your brand finds the perfect environment.

Livestreams [LIVE]

The heart of the channel (around one third of all views). Kevin Scheuren discusses the events of the racing sessions with his guests. A key part of this: crowning the "Driver of the Day" – an ideal environment for your brand.



Videos [VOD]

High-quality news and evergreen videos covering burning topics between races and exciting stories from F1's past. Another audience magnet: Data Analysis with Kevin Hermann. The statistics specialist uses real, official Formula 1 racing data. Your brand becomes the title sponsor of this format!



PRICING

Transparent Packages and Maximum Impact

Each integration includes a brand mention with a link in the description and as a pinned comment. Hybrid deals with a performance share (Affiliate with CPC, CPL, CPO) are also possible!

Sponsoring Package Livestreams [LIVE]

5x 20 Sec. Werbeslot, Branding, Call to Action, 100k+ reach:

€ 5,000

(€ 1,000 Euro per integration)

Sponsoring Package Driver of the Day [LIVE]

5x „Driver of the Day presented by ...“, CtA, 100k+ reach

€ 3,500

(€ 700 Euro per integration)

Title Sponsoring-Package Data Analysis [VOD]

5x „[YOUR BRAND] Data Analysis“, brand mention, Link

€ 2,500

(€ 500 Euro per integration)

REFERENCES

Strong Partners Trust Us



LET'S GET STARTED!

We look forward to your inquiry and are happy to develop an individual offer perfectly tailored to your goals.



Jörg Reinhold

Client Success Manager

Motorsport Network



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