

WORK WITH US

46K views per video. Six in ten viewers are over 45.

RV rodina is a Czech-language family travel channel. We publish one long-form travel video every week. Viewers stay for 12 minutes on average, and most of them watch on TV.



WHAT YOU CAN COUNT ON

46K

views per video (median)

12:02

average view duration

63%

of viewers are over 45

66%

of watch time is on TV

BRANDS WE HAVE WORKED WITH



FEATURED IN

**12M**

lifetime views on YouTube

Since 2020

making videos on YouTube

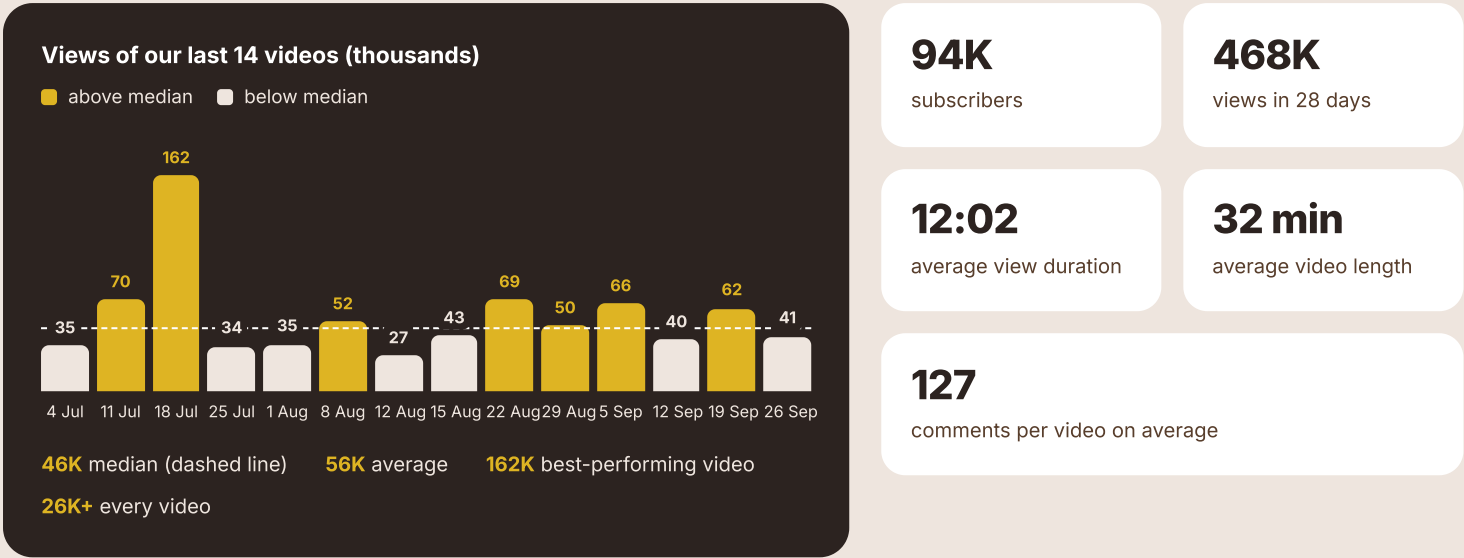
49 countries

travelled as a family

200+

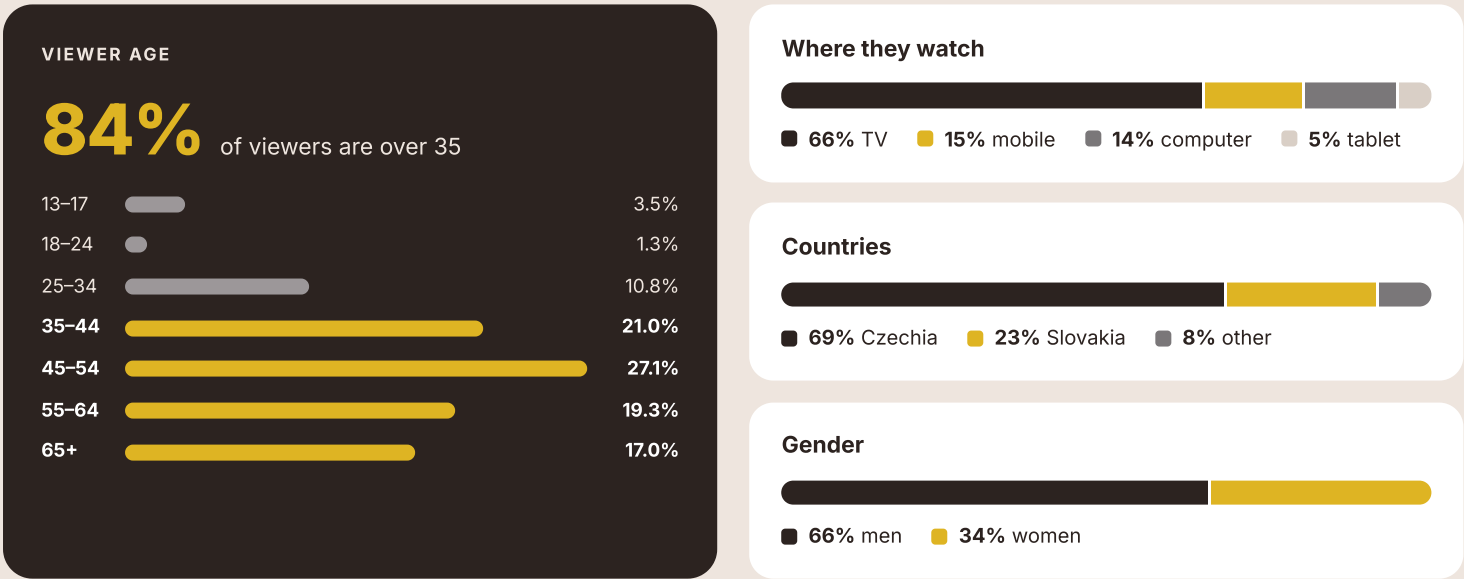
paying supporters on HeroHero

How many people will see your brand



As of 3 October 2026. The newest video is one week old. A new long-form video goes out every week.

Who is watching on YouTube



63% of the audience

Mature travellers 45+

Many have grown-up children and time to travel. They value storytelling, beautiful footage and a look into other cultures. Some follow in our footsteps, others travel with us from home.

32% of the audience

Families and couples 25-44

They look for inspiration to travel more, kids included. They want real experience, family-friendly places and practical tips on gear and planning.

On Instagram, our audience is mostly women

Our @rvrodina profile complements YouTube. The audience here is younger and 64% female.

12K

followers

333K

views in 30 days,
including Facebook

13K

viewers in 30 days

6,795

interactions in 30 days

1,500

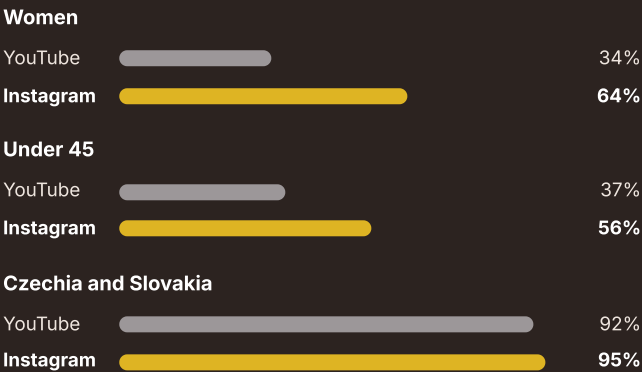
views per story

WHO FOLLOWS US

80% of followers are aged 25–54



YOUTUBE AND INSTAGRAM COMPLEMENT EACH OTHER



VIEWS BY FORMAT



Instagram Insights, 3 Sep – 2 Oct 2026.

CASE STUDY

Bluetti EU: an integration that hit its sales target

A recent integration for Bluetti EU. The campaign met its sales target and drew positive feedback from our fans.

48K+

views

13:40

average view duration

41%

video retention

1,600

likes

100+

comments

What you can book with us

In-video integration

60 to 120 seconds inside a long-form video. We show the product in real use on the road.

Included: link in the description and in the pinned comment, QR code in the video, report after 30 days.

Dedicated video

A full video dedicated to your product, service or destination.

Included: jointly developed concept, link in the description and in the pinned comment, report after 30 days.

Long-term partnership

Three to six videos. The product travels with us and appears naturally on screen.

Included: regular integrations, category exclusivity, summary report.

Instagram

Reels, posts and stories on @rvrodina, on their own or alongside a video.

Included: your profile tagged, link in stories, report after 30 days.

How it works

1. Short brief

What you want to say, to whom and by when.

2. Integration proposal

We send you how and where the product will appear in the video.

3. Filming and publishing

You approve the sponsored segment before it goes live.

4. Report after 30 days

Views, watch time and link clicks.

Every partnership is tailored. Rates on request.

TRAVEL PLAN

Where we are going and what we will film

Pick the season and topic that fit your product.

NOW

Wandering through Indonesia

AUTUMN

Australian road trip

WINTER

Europe by camper

SPRING 2027

Scottish Highlands road trip

SUMMER 2027

Pamir motorcycle expedition

Let's make something meaningful together

Tell us what you are planning and we will find a format that fits your brand and our viewers.

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YOUTUBE youtube.com/@rvrodina

INSTAGRAM instagram.com/rvrodina