



YOUTUBE CREATOR MEDIA KIT

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Brand inquiries

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Get-ready-with-me, outfit and back-to-school content from a creator whose audience is mostly women 25 to 44. Shorts-first, with long-form videos for deeper brand integrations.

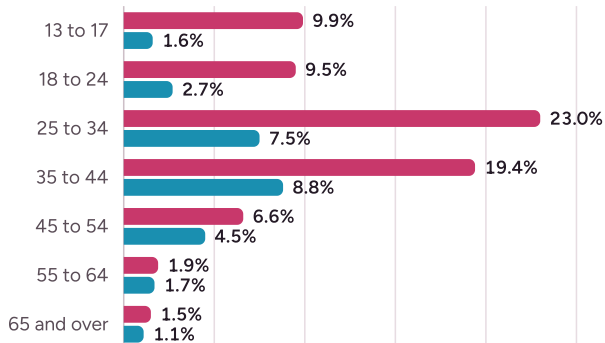
Subscribers 54.3K up 45,261 in the last 12 months	Views, last 12 months 37.6M Sep 2025 to Sep 2026	Watch time, last 12 months 59.7K hours	Uploads, last 12 months 313 287 Shorts, 26 long-form, about 26 a month
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Who is watching

Viewer share, last 12 months

Age and gender percent of viewers

Female 72% Male 28%



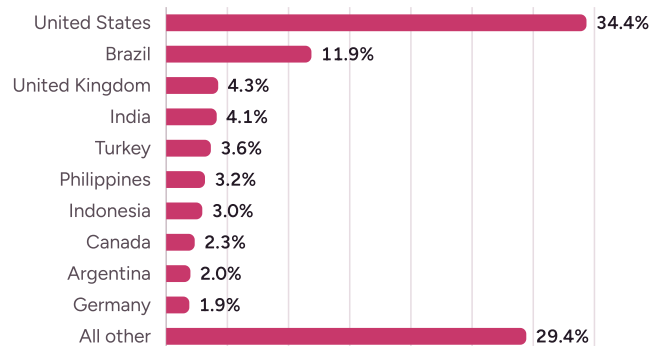
42% of viewers are women 25 to 44.

The audience is adult women with their own spending power, not teens.

Only 12% are under 18. A good fit for brands that market to the household buyer.

Top countries percent of views

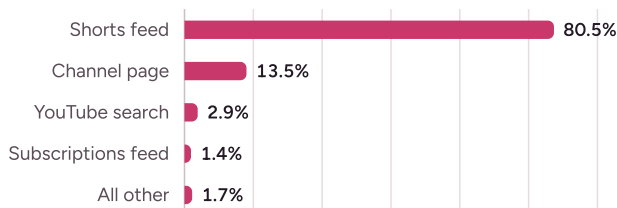
United States plus Canada and the UK account for 41% of views



One third of views are in the US. Brazil is the second market at 12%.

How viewers find her

Traffic source, share of views, last 12 months



Reach is algorithmic, not subscriber-bound. Four in five views come from the Shorts feed, so a strong video travels far beyond the 54K subscriber base.

Viewers stay to the end. Average percentage viewed across the channel is 97%, and the median video earns a 3.8% engagement rate (likes plus comments per view).

What a sponsored post can expect

Median first-7-day views, all uploads in the last 12 months

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Shorts

8,145

views in the first week

Top quarter of Shorts

12,124 or more

Median lifetime views

17,622

Passed 100K in week one

7 of 287

●

Long-form

5,617

views in the first week

Best first week

14,147 (Aelfric Eden,
see case study)

Median lifetime views

12,862

Median engagement rate

4.2%

FORMAT	WHAT IT IS	TYPICAL FIRST WEEK	RATE
Dedicated Short	A 30 to 60 second Short built around one product or moment	8,000 views	On request
Long-form integration	A 60 to 90 second segment inside a get-ready-with-me or haul	5,600 views	On request
Dedicated long-form	A full video built around the brand, like the Aelfric Eden back-to-school haul	14,000 views	On request
Short plus long-form bundle	One Short teasing a dedicated long-form video, posted the same week	22,000 views combined	On request

Recent highlights

Lifetime views

25.9M ocean eyes Short, September 2025	1.4M I'm 14 btw Short, December 2025	1.4M pit bull! (he tried) Short, October 2025
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All figures from YouTube Analytics and the YouTube Data API for the 12 months ending 2026-09-05, pulled 2026-09-08. First-week views are the count in the 7 days after publish. Benchmarks use the median rather than the average so that a single viral Short does not inflate what a brand should expect. Gender shares exclude the 0.2% of viewers who did not specify.

Aelfric Eden

back to school

Xoxo_Charr, @HeyCharStars

Dedicated long-form video

Published 2026-08-12

Back to school clothes with @aelfriceden

7:45 runtime Long-form haul and try-on

youtube.com/watch?v=K_Paq8sT774

A dedicated haul in which Charlotte unboxes and styles an Aelfric Eden back-to-school order, with the brand named in the title and on screen throughout. It posted two weeks before most US school years began.

Views in the first 7 days

14,147

2.5x the channel's long-form median of 5,617, and the strongest first week of any long-form video in the past 12 months. Viewers spent **193 hours** with the video in those seven days.

Views to date

24,138

as of 2026-09-08

Watch time

332 hrs

193 hours in the first week

Average view duration

1:00

per view

Engagement rate

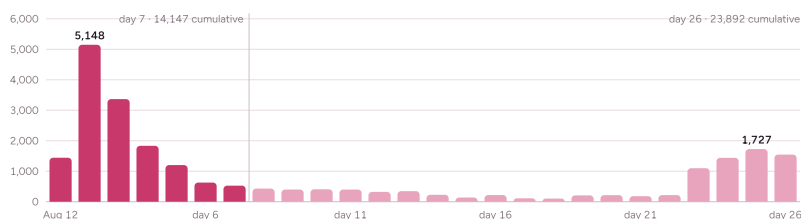
2.0%

468 likes, 24 comments

Daily views for the first four weeks

2026-08-12 to 2026-09-06

First 7 days (14,147 views) Days 8 to 26 (9,745 views)



Day two peaked at 5,148 views as YouTube pushed the video to the channel's subscribers and suggested feeds.

59% of views arrived in week one, the window most brands measure. The video kept a floor of 100 to 400 daily views for the following two weeks.

A second wave began September 3, adding over 1,000 views a day in the run-up to the school year and lifting the total past 20,000.

Why it worked

Timing matched the audience's calendar. Women 25 to 44 shopping for back-to-school were searching in mid-August, when the video landed.

The format is native to the channel. Get-ready-with-me and haul videos are the channel's core long-form content, so the integration did not read as an ad.

Long tail from search and suggested. Unlike a Short, this video kept earning views for weeks and picked up a second wave as the season peaked.

Bundle opportunity. Pairing a dedicated long-form video with a teaser Short would add a median 8,145 first-week views from the Shorts feed.

Views to date and likes are from the YouTube Data API on 2026-09-08. All other figures are from YouTube Analytics, which lags up to three days, so the daily chart ends 2026-09-06. Watch time is YouTube's estimate. The 2.5x comparison uses the median first week of the 26 long-form uploads in the 12 months ending 2026-09-05.