

MEDIA KIT

Media Kit 2026

A creator who explains AI and technology in language anyone can follow. I introduce products by actually using them, in plain words.

 burakozerweb.com

 burakozerweb@gmail.com



300K+

Total followers

16M+

Monthly reach

1M+

Monthly engagements

Who I am

I'm Burak Özer, a digital content creator focused on AI and technology. I'm interested in how we can use AI in everyday life, and I aim to explain it in simple, plain language.

Under the burakozerweb name, I create content about AI tools, tech products, content creation, video, design, generative AI apps and the new generation of technologies that make the digital world easier.

PLATFORMS

 @burakozerweb

 @burakozerweb

 @burakozerweb

 in/burak-ozar

WHY BRANDS WORK WITH ME

- ✓ I only feature products I have actually tried and found useful.
- ✓ I translate complex tech into plain language anyone can follow.
- ✓ A Turkish-speaking audience that wants to use AI at work and in daily life.
- ✓ I handle production end to end, from script to publishing — fast and transparent.
- ✓ Sponsored content is clearly labelled in line with advertising rules.

By the numbers



300K+

Total followers



16M+

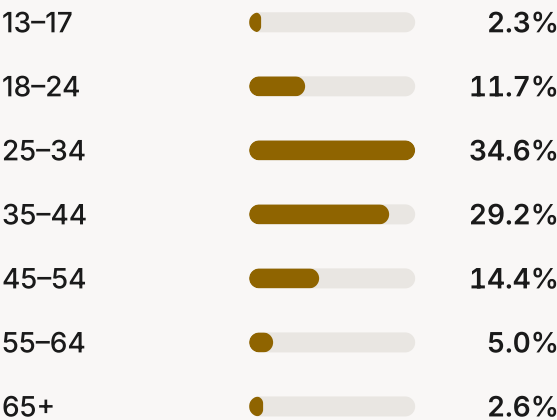
Monthly reach



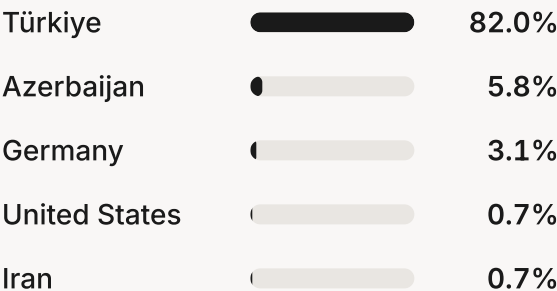
1M+

Monthly engagements

AGE

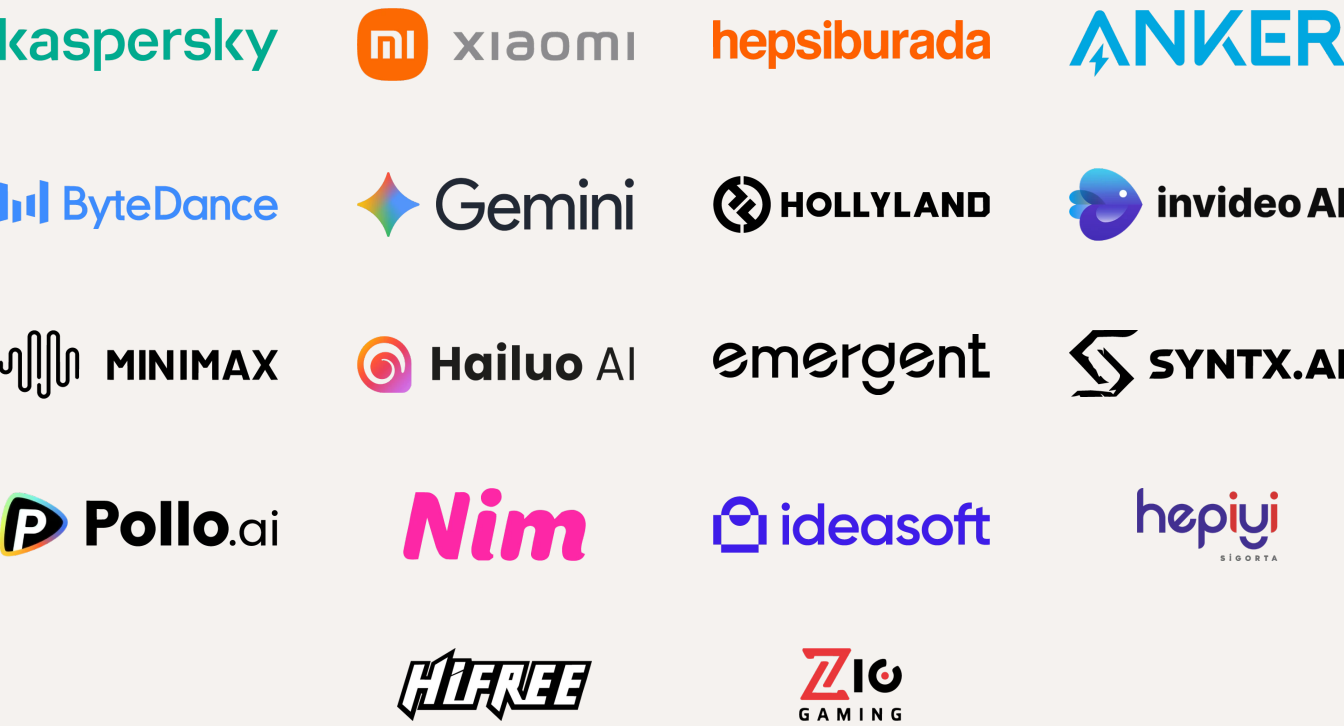


TOP COUNTRIES



Audience data as of October 2026.

Brands I've worked with



What I offer

Every partnership is shaped around the brand's goal. The formats we build most often:



Sponsored video
Reels · TikTok ·
YouTube Shorts



Paid ad usage
Meta Whitelisting ·
TikTok Spark Ads



**Automated DM
integration**
Manychat flow



**Newsletter
feature**
Sponsored slot · P.S.
mention

Sponsoring the newsletter

The sponsored section is written in my voice, in the format readers already know.

2x

Issues a week · Wed & Sun

Your product gets a real section, written in my voice, in the format readers already trust. Every sponsored section is clearly labelled "Sponsored".

1

Your logo at the top

Your brand appears in a "This issue is brought to you with ..." line at the top of the issue.

2

A full section

An image, a short walkthrough of what your product does and a button to your link.

3

Sent on a Wednesday or Sunday

The issue goes to every subscriber and stays published in the archive on the site.

burakozerweb

This issue is brought to you with Your brand

SPONSORED · YOUR BRAND

Product image

A section about your product

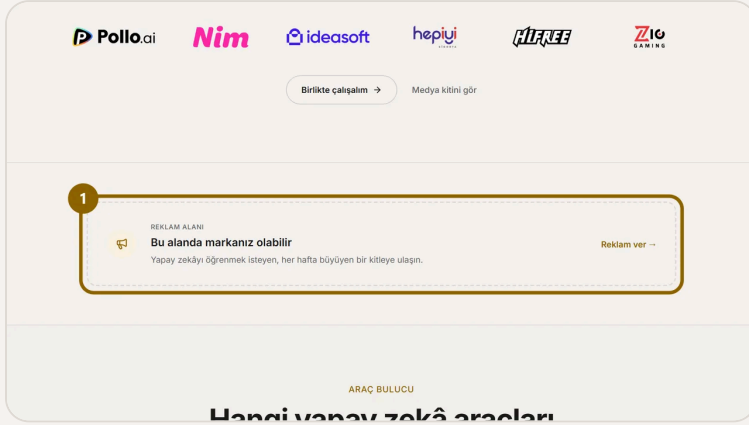
A short section where I explain what your product does, who it is for and how to use it, based on my own experience.

Try it now →

The rest of the issue

Ad placements on the site

Every placement has a fixed size and a "Sponsored" label. Impressions and clicks are reported at the end of the month.



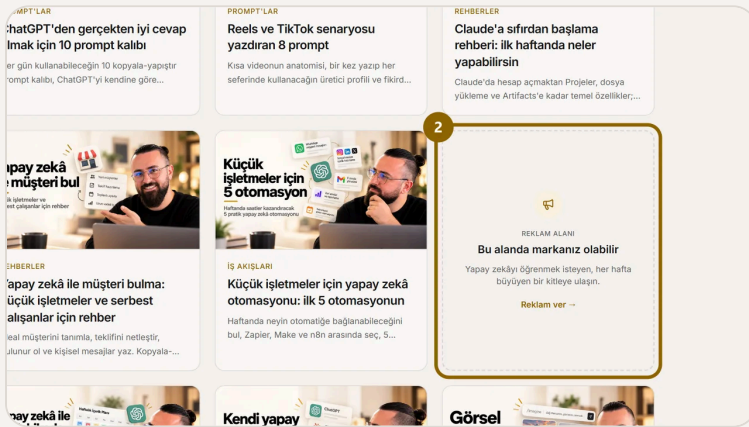
PLACEMENT 1

Home page · middle banner

A wide banner on the home page, right above the tool finder.

Desktop 1200×300 · mobile 640×400

On request



PLACEMENT 2

Resources · grid card

The 6th card on the page listing every guide, styled like the guide cards.

Image 1280×720 + title and copy

On request



PLACEMENT 3

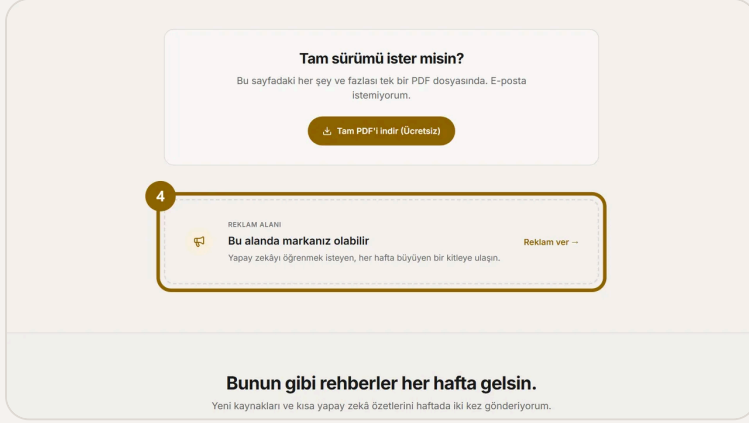
In-guide banner

Shown in the middle of every guide, while the reader is focused on the content.

Desktop 1200×300 · mobile 640×400

On request

WEBSITE AD PLACEMENTS



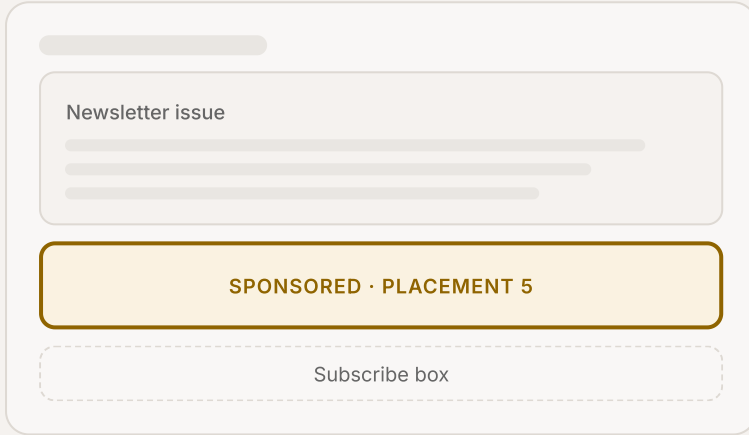
PLACEMENT 4

End-of-guide banner

At the end of a guide, right before "Keep reading".

Desktop 1200×300 · mobile 640×400

On request



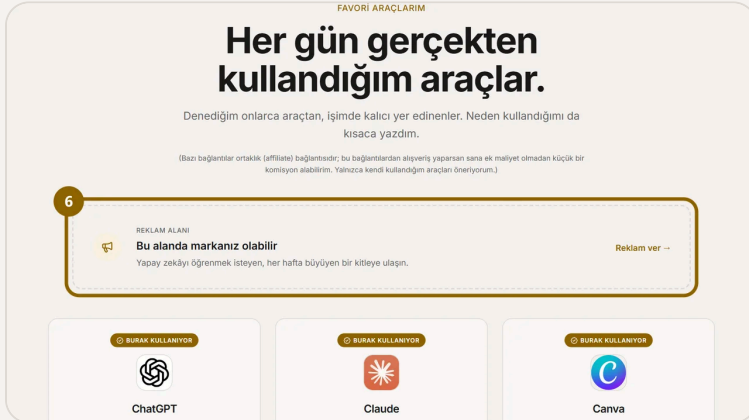
PLACEMENT 5

Newsletter issue banner

Below every newsletter issue published on the site.

Desktop 1200×300 · mobile 640×400

On request



PLACEMENT 6

Tools · top banner

At the top of the page listing the tools I use every day.

Desktop 1200×300 · mobile 640×400

On request

Rate card

Rates are shared on request

I share my rate card by email once I know your goal and campaign plan. Request it with a short email and I'll reply within 2 business days.

 [Request the rate card](#)

Social content

I handle everything from script to edit and show the product in a real use case.

ITEM

Instagram Reels

A 45–90 s vertical video showing the product in a real use case.

Concept and script · Product testing · Filming and editing · Your approval before publishing · Link and code in the caption

Instagram story

A story with a link sticker that sends viewers straight to your product or campaign.

Link sticker · Live for 24 hours

TikTok post

The Reels video adapted and posted on TikTok.

Edit adapted for TikTok · Link in the caption

YouTube Shorts

The Reels video posted on YouTube Shorts.

Edit adapted for Shorts · Link in the description

Add-ons

Extras that lift a campaign's conversions.

ITEM

Automated DM (Manychat)

Viewers who comment a keyword get your link automatically by DM.

Flow set-up · Flow active for 30 days · Click report

RATE CARD

Usage rights

To use the content we create in your own ads.

ITEM

Use of organic content in ads

The right to run the video from your own ad account and page.

Raw video file · 30-day usage right

Whitelisting (Meta)

Run the content through my handle with your ad budget.

Ad access permission · 30 days

TikTok Spark Ads code

An authorisation code to run the TikTok video as a Spark Ad from your ad account.

Spark Ads code · 30 days

Newsletter sponsorship

Clearly labelled sponsored slots in the twice-weekly newsletter (Wednesday and Sunday). As the newsletter is new, these are launch rates and will be updated as the list grows.

ITEM

Primary sponsor

A "brought to you with ..." line at the top + a full section with an image.

Logo and top line · Section with image and button · Stays published in the archive

Secondary sponsor

A short section with a link inside the issue.

Short copy and link

Dedicated issue

The whole issue is dedicated to your product; subject line and content are planned together.

Subject line and full content · Stays published in the archive

Founding sponsor (1 month)

Primary sponsorship in every issue for a month; the price stays locked for 3 months.

8 primary sponsorships · Price locked for 3 months

Packages

Campaigns that combine several channels and cost less than buying each item separately.

Single piece

One video published on three platforms, plus an automated DM flow.

- ✓ 1 Instagram Reels (concept, product test, filming, editing)
- ✓ TikTok post
- ✓ YouTube Shorts post
- ✓ Automated DM flow

On request

2 pieces

Recommended

Run the campaign in two waves with two different videos.

- ✓ 2 Instagram Reels
- ✓ 2 TikTok posts
- ✓ 2 YouTube Shorts posts
- ✓ 2 automated DM flows

On request

3 pieces

For product launches and longer campaigns.

- ✓ 3 Instagram Reels
- ✓ 3 TikTok posts
- ✓ 3 YouTube Shorts posts
- ✓ 3 automated DM flows

On request

How we work

01

Short brief

Share your product, goal and timing by email.

02

Proposal and schedule

Within 2 business days I reply with the format, price and publish date.

03

Script and production

I share the script for your approval, then complete filming and editing.

04

Publish and report

Seven days after publishing I share a reach, engagement and click report.

Terms

- ✓ Rates are in USD and exclude VAT; payments are made in USD.
- ✓ One script revision and two edit revisions are included.
- ✓ Sponsored content is labelled as an ad or partnership in line with regulations.
- ✓ Rush delivery (under 72 hours) adds 25%.
- ✓ The schedule is confirmed with a 50% deposit; the balance is due within 7 days after publishing.
- ✓ Organic content stays live on the profile for at least 6 months.
- ✓ For partnerships that need a product, it should arrive at least 7 days before filming.
- ✓ Cancellation: 25% before production starts, 50% once production has started, 100% after publishing.



Let's work together

Tell me briefly about your product, goal and timeline, and I'll get back to you with the format that fits best.

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🎵 [@burakozerweb](https://www.tiktok.com/@burakozerweb)

📺 [@burakozerweb](https://www.youtube.com/@burakozerweb)

👤 [in/burak-ozler](https://www.linkedin.com/in/burak-ozler)