Julian
Krozel

@juliankrozel

2026

Media kit



**17.5K**
followers

# Julian Krozel

**@juliankrozel** · Verified creator

**Skater. Artist. Comedian.**

Brand partnership media kit

# Meet Julian

*Flirty, funny, product-forward Reels from a Portland skater who paints.*

## 1. Skateboarder

Street and park clips, filmed raw. Tricks, wall rides, and everyday skate life.

## 2. Painter & artist

Paints on camera, so the process is the content and the tools stay in frame.

## 3. Lifestyle comedian

Short comedy bits where the product is the punchline, not an ad break.



# By the numbers

**17,469**

**Followers**

Verified creator account

**3.7M**

**Views in 60 days**

3,708,712 views

**+58.3%**

**Follower growth, 60 days**

+6,431 net new followers

**+25.2%**

**Follower growth, 30 days**

Last 30 days

**~500 Reels** published, and counting.

Source: Julian Krozel Instagram professional dashboard, Nov 2026.

# The audience

## 91.4%

**men · skews gay & queer · 25-44 core**

**Most active**

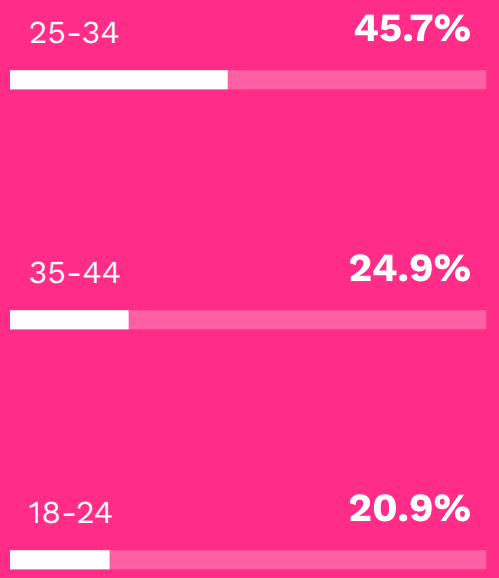
Sundays 12-6pm PT

Mondays 3-6pm PT

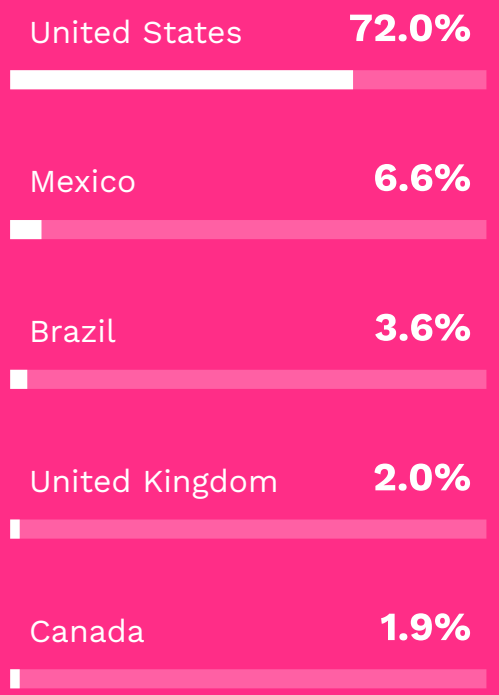
**Language**

English 79.3% · Spanish 13.4%

## Age




## Top countries




Source: Julian Krozel Instagram professional dashboard, Nov 2026.

# Who watches

## A highly engaged audience of men that skews gay & queer.

**91.4% men · 25-34 core (45.7%)**

Flirty, body-confident humor that gay men share, save, and comment on. Julian is a lifestyle creator, not a niche LGBTQ-only page, so brands reach gay and queer men inside a broad, mainstream feed.

**Pride-season and year-round campaigns**

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# Top Reels

Plays per Reel




387K

**Dance**




176K

**Guy slaps my ass in public**



159K

**Free samples**



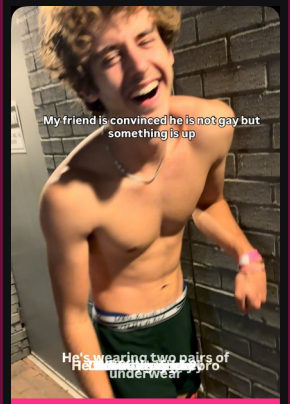

141K

**Wall ride**




135K

**Free cologne**




124K

**Underwear power**



116K

**Peach cologne · 10K likes**

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# Born on a board

**01**

## Street and park clips

Real skating, filmed where he actually skates.

**02**

## Wall ride: 141K plays

Skate clips travel well beyond his follower base.

**03**

## Built for skate brands

Decks, wheels, griptape, shoes, and skate apparel.




**141K**

**plays on one wall ride**

**Decks · Wheels · Griptape · Shoes**

# PAINT ON CAMERA

## The artist side

Julian paints on camera, so art supplies are used, not just shown. The brush, the marker, the canvas: all in frame, all in the story.

### Art supplies

Canvas, brushes, sketchbooks, easels

### Paint & markers

Acrylics, spray paint, paint pens

### Creative brands

Apps, tools, and studios for makers

# Proven for brands

Direct line to gay male consumers, one of the most brand-loyal, high-spend audiences, without being a niche LGBTQ-only page.

**116K**

**median plays: product Reels**

**~2.6K**

**median plays: everything else**

**5 of 7**

product Reels cleared 50K plays

**7 Reels**

cologne, samples, and underwear bits

Source: Instagram Reel play counts for @juliankrozel (~500 Reels), Nov 2026.

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# Ways to partner

**Dedicated Reel**
A full Reel built around your product.

**Product integration**
Your product inside a comedy or skate bit.

**Gifted product + affiliate code**
Send product; he shares a tracked code.

**Usage rights / whitelisting**
Run his content as your ads.

**Story sets**
Multi-frame Stories with link and code.

**Pride-season** and year-round campaigns

## Rate card

| | |
|---|---|
| Reel | $2,000 |
| Story set (3–4 frames) | $400 |
| Reel + Story set | $2,400 |

BEST VALUE

**Launch Ambassador**

**$6,000/month**

**3-month minimum**
**First-partner rate**

4 Reels + 4 Story sets (one per week).
Julian keeps creative control.

**Value $9,600, save 37%**

**Lighter monthly**
2 Reels + 2 Story sets
**$4,000/month**

*Paid usage / whitelisting quoted separately*

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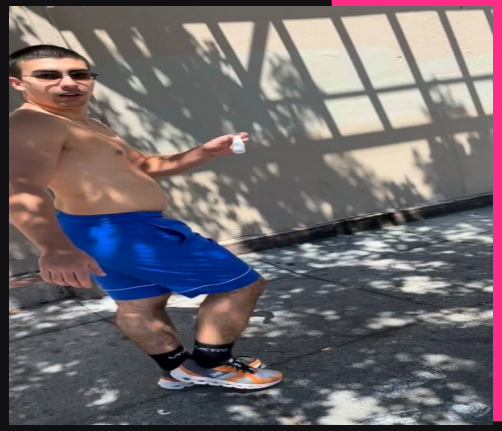
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# Let's work

**Represented by Ledge Talent**

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