MYSTERIOUS GALAXIES

SPONSOR BRIEFING · OCT 2026

CHANNEL

Long-form video essays on science fiction and horror, one story or novel at a time.

Each episode walks through a single work from first page to last and thinks out loud about what it means: classic short fiction like Greg Egan's "Learning to Be Me" and Bradbury's "There Will Come Soft Rains," and a running series on Stephen King's novels. Episodes run 20 to 35 minutes. Written, narrated, and produced by Todd O'Rourke, with a companion essay for every episode at mysteriousgalaxies.com.

REACH

10.7K	1.2M	271K	34.9K	7:42
subscribers	lifetime views	engaged views in the last 90 days	watch hours in the last 90 days	average view duration, last 90 days

Engaged views are YouTube's count of deliberate views. Since August 2026 YouTube's public view count also includes brief autoplays, so engaged views are the conservative figure.

AUDIENCE · LAST 90 DAYS

Age

13–17	6.1%
18–24	13.3%
25–34	39.9%
35–44	24.1%
45–54	10.4%
55–64	4.3%
65+	2.0%

64% of viewers are 25 to 44. 86% are men.

Where they watch

United States	55.5%
United Kingdom	6.7%
Canada	5.7%
Germany	3.7%
Australia	3.2%

72% of views come from the US, UK, Canada, Australia, Ireland, and New Zealand.

Screens

Mobile	41.2%
Computer	39.8%
TV	16.0%
Tablet	2.9%

More than half of all views are on a computer or a TV.

Spending power

Top 20% income	39.2%
Premium views	15.9%

39% of viewers are in the top 20% of household incomes, about twice a typical share (YouTube media kit, Google estimate). About 1 in 6 views comes from a Premium member, who doesn't see YouTube's ads, so a segment in the video is the only ad that reaches them.

MOST-WATCHED EPISODES

Episode	Published	Views
The Most Disturbing Time Travel Story Ever Written	Apr 2026	391K
The Illusion of Mercy | Beyond the Aquila Rift	Mar 2026	330K
The Long Walk (2025): 10 Big Changes to Stephen King's Book	Sep 2025	109K
The Stand: Stephen King's Best Book	Jun 2025	90K
What Lazarus Saw Is Worse Than Death | Andreyev's "Lazarus"	Oct 2026	68K
Stephen King's Most Underrated Novel | Cujo	Sep 2026	66K

Views as of Oct 21, 2026.

WHY A SEGMENT HERE KEEPS WORKING

Episodes keep getting found.

In September, 93% of engaged views went to episodes more than 90 days old. The Aquila Rift episode drew most of its 330K views starting two months after release, so a segment keeps being seen long after launch week.

People watch for a long time.

The average view lasts 7 minutes 42 seconds, on episodes of 20 to 35 minutes. A segment placed in the first few minutes reaches most of the audience.

Readers who buy books.

The audience comes for close readings of fiction, and the channel's coverage of Folio Society and Suntup collector editions shows a taste for well-made books.

SPONSORSHIP OPTIONS

Integrated segment

Booked in 15-second steps, up to 90 seconds; 30 seconds is typical. Written and read by Todd, placed early in the episode, with a link at the top of the description and in a pinned comment.

Companion essay mention

A short credit and link on the episode's written essay at mysteriousgalaxies.com, alongside a video segment.

Series sponsor

One sponsor across several episodes of a running series, such as the Stephen King novels or classic short fiction.

NATURAL FITS

Audiobooks · Ebooks and reading apps · Collector and fine-press editions · Book subscriptions · Tabletop RPGs · Sci-fi and horror games · Film and TV releases of books covered

CONTACT · RATES ON REQUEST

CREATOR
Todd O'Rourke

EMAIL
todd@toddmorourke.com

YOUTUBE
youtube.com/@mysterious-galaxies

WEBSITE
mysteriousgalaxies.com

SOURCE: YOUTUBE ANALYTICS · LAST 90 DAYS = JUL 22 TO OCT 19, 2026
MYSTERIOUS GALAXIES · GROUND CONTROL