



MEDIA KIT / OCTOBER 2026

MEET BUZZ & BUTCH

Clean humor for simple folks.

We're two Kansas brothers turning rural life, dad jokes and everyday ridiculousness into character-led comedy.

Flannel shirts, a red barn, a guitar and two guys who can't keep it together. That's Hicks & Giggles.

FAMILY-FRIENDLY COMEDY



2.28M

Combined followers
across four platforms

Approximate total, including YouTube subscribers. Platform audiences may overlap.

PAID BRAND PARTNERSHIPS

info@hicksandgiggles.com

Kansas, USA

A big audience. A good laugh.

Across Facebook, Instagram, TikTok and YouTube



90-day reporting windows, approximately early July through early October 2026.

*Instagram Insights includes Facebook views; platform view totals are not summed.

Follower and subscriber counts are approximate.

Who is watching

Pick the channels that fit your campaign.



Facebook

Follower demographics

59%

men

64.5%

U.S.

20.7%

age 35-44



Instagram

Audience insights

70.5%

women

69.8%

U.S.

80.0%

age 35+



TikTok

Follower insights

66%

male

50.7%

U.S.

58.9%

age 18-34



YouTube

View demographics

70.9%

male

56.9%

U.S.

45.5%

age 25-44

Audience snapshot compiled October 5, 2026. Metrics reflect each platform's available audience or follower insights; YouTube demographics are based on views.

Age groups are combined where shown as a range. Platform audiences may overlap.

Your brand in the sketch

Family-friendly comedy, familiar characters and a concept shaped around your product.

1

Sponsored short-form video

A product-centered comedy sketch, from concept and filming to editing and posting on agreed channels.

2

Multi-platform campaign

One core concept adapted for selected Facebook, Instagram, TikTok and YouTube placements.

3

Recurring partnership

A series of integrations with a consistent creative direction and an agreed posting schedule.

4

Content and usage rights

Creator-produced assets, paid media use and exclusivity can be scoped in your proposal.



PAST COLLABORATIONS

DUDE Wipes

Knife-a-month

Dollar Jerky Club

Wagbars

Public Data Check

Send your goals, timing and budget for a custom quote.

Let's make them laugh

Tell us about your brand and what you have in mind.



A clear plan before we post

We'll agree on the channels, deliverables, schedule, creative approvals, usage rights and fee.

INCLUDE A FEW DETAILS

- 01 Your brand and product
- 02 Campaign goal and channels
- 03 Target dates and deliverables
- 04 Budget and usage needs

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[Instagram](#)

[Facebook](#)

[TikTok](#)

[YouTube](#)