MEDIA KIT · DOCUMENTARYTUBE

Be there when people choose what to watch

Two halves, sold equally: places in The Screening Room, our stories, and places on our lists of documentaries and the services that stream them. Buy one half, or both in one order.

Download this kit as a PDF · Every offer and its checkout

Who reads us: measured, not guessed

79,148
visits from outside, 30 days

95.1%
of them begin on a story

87.8%
arrive from search

10.1%
from AI assistants

Counted by our own browser tag (Yorker Analytics), 19 Oct – 17 Nov 2026; outside sources only, direct and internal visits left out; AI-assistant visits with bots filtered out. Top countries: the United States 64.1%, India 4.5%, the UK 4.0%, Canada 2.3%. AI assistants: ChatGPT 94.7%, Perplexity 3.5%, Gemini 1.0%. A visit is not a person.

HALF ONE

In our stories

Where most visits begin. Our editors write every line; the verdict stays ours.

A brand mention in a story

One natural sentence naming your film, festival or service, in the story's own voice.

3 years **$2,999** every 3 years
save 33% ($1,498) vs paying yearly

2 years **$2,499** every 2 years
save 16% ($499) vs paying yearly

Yearly **$1,499** a year

Monthly **$149** a month

#1–#5 in a list story

Your film or service at the number you pick in one of our list stories.

#1	#2	#3
$149 a month	$99 a month	$79 a month
#4	**#5**	
$69 a month	$59 a month	

A new story, written for you

A list with you at #1, a review, a comparison, an alternatives story or a how-to. The verdict stays ours. Published within 5 business days.

3 years **$2,999** every 3 years
save 33% ($1,498) vs paying yearly

2 years **$2,499** every 2 years
save 16% ($499) vs paying yearly

Yearly **$1,499** a year

Monthly **$149** a month

Your article

Your topic, checked and edited by our editors; you read it before it goes live.

3 years **$2,999** every 3 years
save 33% ($1,498) vs paying yearly

2 years **$2,499** every 2 years
save 16% ($499) vs paying yearly

Yearly **$1,499** a year

Monthly **$149** a month

Mention pack · 10

You, named in 10 stories you pick, one sentence in each. Placed within 2 business days.

3 years custom request

2 years custom request

Yearly custom request

Monthly **$899** a month

HALF TWO

On our lists

Where viewers line documentaries and services up before they choose.

A listing: Basic

Your film or service on the lists it belongs to; its views and clicks whenever you sign in.

3 years **$999** every 3 years
save 33% ($498) vs paying yearly

2 years **$799** every 2 years
save 19% ($199) vs paying yearly

Yearly **$499** a year

Monthly **$49** a month

A listing: Pro

Everything in Basic, and the “Facts checked” mark once the maker’s claim on the page is approved.

3 years **$2,599** every 3 years
save 33% ($1,298) vs paying yearly

2 years **$2,199** every 2 years
save 15% ($399) vs paying yearly

Yearly **$1,299** a year

Monthly **$129** a month

A listing: Growth

Everything in Pro, a place beside 3 similar films or services, featured across the site, and Page Protection for the page’s maker.

3 years custom request

2 years custom request

Yearly custom request

Monthly **$349** a month

#1–#5 on a list

Your film or service at the number you pick on one of our lists. Up the moment you pay.

#1	#2	#3
$149	$99	$79
a month	a month	a month

#4	#5
$69	$59
a month	a month

#1–#5 beside a similar film or service

A film on a similar film's page; a service on a similar service's page and its alternatives page.

#1	#2	#3
$149 a month	**$99** a month	**$79** a month

#4	#5
$69 a month	**$59** a month

An editorial review on your page

Our editors review your film or service on its own page. The verdict stays ours.

3 years **$2,999** every 3 years
save 33% ($1,498) vs paying yearly

2 years **$2,499** every 2 years
save 16% ($499) vs paying yearly

Yearly **$1,499** a year

Monthly **$149** a month

Featured across the site

Your film or service in the featured places across our lists.

3 years **$2,980** every 3 years
save 33% ($1,490) vs paying yearly

2 years **$2,499** every 2 years
save 16% ($481) vs paying yearly

Yearly **$1,490** a year

Monthly **$149** a month

Page Protection

No new places are sold beside you on your own page, for the page's maker.

3 years **$1,580** every 3 years
save 33% ($790) vs paying yearly

2 years **$1,299** every 2 years
save 17% ($281) vs paying yearly

Yearly **$790** a year

Monthly **$79** a month

List sponsor (from)

Your name across a whole list, priced by its views: lists of up to 1,000 views a month shown here; a bigger list costs more, each on our advertising page.

3 years custom request

2 years custom request

Yearly **$1,990** a year

Monthly **$199** a month

BOTH, IN ONE ORDER

Both halves at once

#1–#5 on both sides

The same number on one of our lists and in the list story that matches it best: the two prices added, renewed together.

#1	#2	#3
$298 a month	**$198** a month	**$158** a month
#4	**#5**	
$138 a month	**$118** a month	

Reviewed on both sides

An editorial review on your page and a review story: the two prices added, one order.

3 years	custom request
2 years	custom request
Yearly	**$2,998** a year
Monthly	**$298** a month

Exclusive sponsor

A 728x90 banner at the top of every reading page while people read (320x50 on phones). One brand at a time.

At least about 80,000 impressions a month (served).

About 44-110 clicks a month (an estimate, not a promise).

$299 a month, renewing monthly until you cancel.

A monthly report of the impressions and clicks delivered.

Set up after your order, once our editors approve your banner (728x90 + 320x50).

How the terms work

Every offer is a subscription. Each shows its longest term first (3 years where it has one); a longer term shows what it saves against paying yearly. Every term renews until you cancel.

Pay by card now (up to USD 3,000 per payment).

Custom request: a payment above USD 3,000, or any permanent placement, is arranged by email or through our contact form, not at checkout. Tell us what you need and we reply with the terms and the ways to pay.

Email contact@documentarytube.com or use the form on our advertising page. A series, a festival run or every Yorker Media site at once: a custom deal, quoted within one business day.
