

# GUNPOWDER, FICTION & PLOT

*Blowing up your TBR like it's parliament.*

Literary fiction · Prize culture · Book reviews

Independent BookTube · Est. 2019 · Australia

**5,640**

SUBSCRIBERS

**519K+**

TOTAL VIEWS

**532**

VIDEOS

**72%**

FEMALE AUDIENCE

**80%**

RETURNING VIEWERS

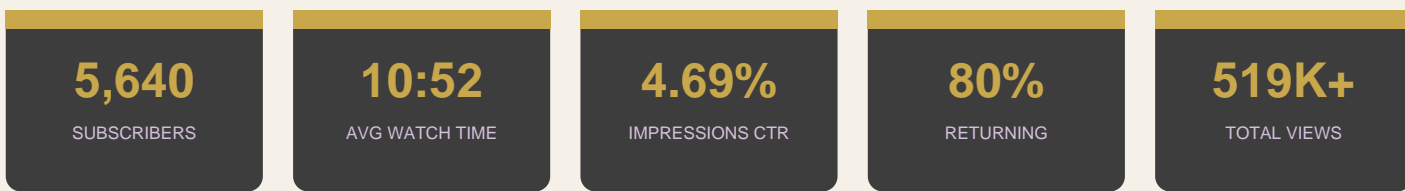
## ABOUT THE CHANNEL

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Gunpowder, Fiction & Plot is an independent literary fiction YouTube channel based in Australia, covering serious literature with wit, warmth and zero pretension. Since 2019 the channel has built a deeply loyal audience of readers who trust its voice on prize culture, book reviews, and the conversations happening at the cutting edge of contemporary fiction.

The channel is the go-to destination for coverage of the Booker Prize and the Women's Prize for Fiction — with prediction and reaction videos that consistently outperform the channel average. The audience skews female (72%), educated, and 35–54: a premium demographic with genuine purchasing power and a passion for ideas.

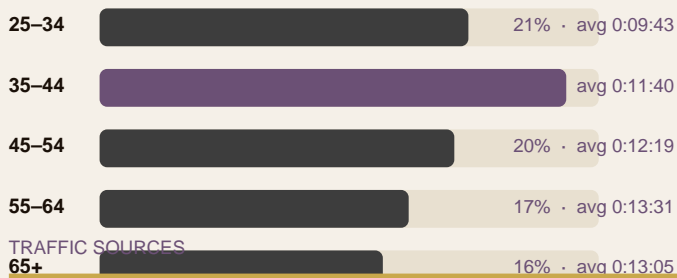
AUDIENCE OVERVIEW — FEBRUARY 2026



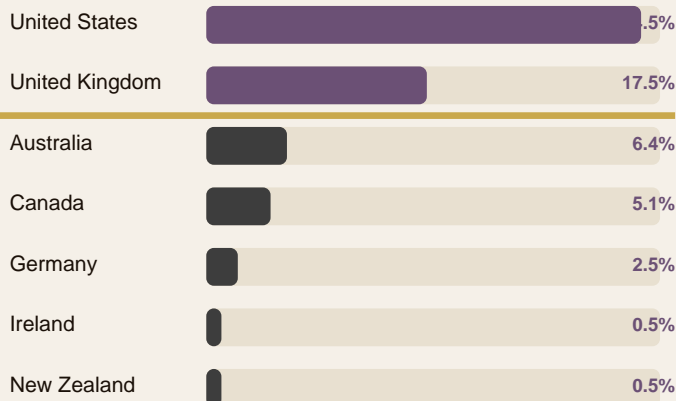
DEMOGRAPHICS BY VIEWS



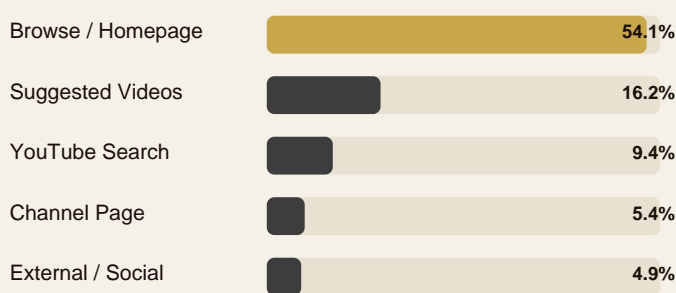
AGE BREAKDOWN



TRAFFIC SOURCES



**Older viewers watch longest.**  
55-64 average 13:31 per session — 40% above platform norm.



Data sourced from YouTube Studio Analytics · February 2026

## WHAT WE COVER

**Prize Coverage**

The Booker Prize and Women's Prize for Fiction are cornerstone content — prediction, longlist reaction and deep-dives that reliably outperform channel averages. These videos attract highly engaged, literate viewers at peak award season.

**Book Reviews**

In-depth single-title reviews covering literary fiction, contemporary classics and debut novels. Reviews are analytical and opinionated — audiences return for the perspective, not just the synopsis.

**Reading Wrap-Ups**

Regular reading updates covering 10–20 titles, acting as a discovery engine for viewers seeking their next great read. These consistently drive watch time and subscriber growth.

**Cultural Commentary**

The channel engages with the politics of publishing — diversity in prize lists, author controversies, and the state of literary culture. This positions it as a trusted critical voice, not merely a recommendation service.

## WHY THIS AUDIENCE WORKS FOR SPONSORS

**HIGH TRUST, HIGH ENGAGEMENT**

80% of viewers are returning subscribers. Sponsors are presented to people who already trust the channel's recommendations — not anonymous scrollers.

**PREMIUM ENGLISH-SPEAKING DEMOGRAPHIC**

Female-skewing (72%), age 35–54, across the US, UK, Australia and Canada. Established careers, real purchasing power, and a genuine appetite for learning.

**EXCEPTIONAL WATCH TIME**

Returning viewers average over 12 minutes per session. Sponsor messages receive genuine attention from an audience that is actively engaged.

**NATURAL BRAND ALIGNMENT**

Books, learning, culture, subscriptions and productivity tools sit organically alongside literary content. Brevo's audience of independent creators and small business owners maps closely to this readership.

## PARTNERSHIP FORMATS

ENTRY	RECOMMENDED	BEST VALUE
<p data-bbox="204 383 448 409"><b>DEDICATED MENTION</b></p> <ul data-bbox="135 436 427 663" style="list-style-type: none"><li data-bbox="135 436 427 463">• 30–45 second host-read</li><li data-bbox="135 501 427 528">• Pre-roll or mid-roll placement</li><li data-bbox="135 566 427 593">• Link in video description</li><li data-bbox="135 631 427 658">• 7-day performance report</li></ul> <p data-bbox="180 759 475 786"><i>Best for: targeted campaign activation</i></p>	<p data-bbox="651 383 927 409"><b>INTEGRATION SPONSOR</b></p> <ul data-bbox="600 436 919 730" style="list-style-type: none"><li data-bbox="600 436 919 463">• 60–90 second host-read mid-roll</li><li data-bbox="600 501 919 528">• Organic product demonstration</li><li data-bbox="600 566 919 593">• Pinned link in description</li><li data-bbox="600 631 919 658">• Mention in Patreon update</li><li data-bbox="600 696 919 723">• 14-day performance report</li></ul> <p data-bbox="639 759 951 786"><i>Best for: brand awareness + conversion</i></p>	<p data-bbox="1129 383 1374 409"><b>MULTI-VIDEO BUNDLE</b></p> <ul data-bbox="1062 436 1382 730" style="list-style-type: none"><li data-bbox="1062 436 1382 463">• Integration × 3 or 5 videos</li><li data-bbox="1062 501 1382 528">• Priority prize season placement</li><li data-bbox="1062 566 1382 593">• Sustained campaign presence</li><li data-bbox="1062 631 1382 658">• Monthly analytics summary</li><li data-bbox="1062 696 1382 723">• Co-created brief welcome</li></ul> <p data-bbox="1150 759 1366 786"><i>Best for: sustained visibility</i></p>

## A NOTE ON BRAND FIT

Gunpowder, Fiction & Plot maintains editorial independence as a core value. Sponsorships are selected for genuine relevance to the audience — tools, platforms and services that readers, writers and curious minds would actually use. The host always discloses sponsorships clearly and only endorses products they are comfortable recommending personally.

**We welcome brands in:** email marketing, e-reading platforms, audiobook services, productivity tools, subscription boxes, online learning, and publishing services.

**To discuss a partnership, reach out directly:**

[gunpowder.fiction.and.plot@gmail.com](mailto:gunpowder.fiction.and.plot@gmail.com)