



# Cascadia Classic 2026 Media Kit

Creating short-form video content that drives attention, trust, and measurable viewer engagement across all major platforms.

# Performance at a Glance

All analytics are from the last 6 months (Q3-Q4 2025)

**95M+**

**Total Views**

Multi-platform reach

**4M+**

**Engagements**

Active audience  
interaction

**153K+**

**Followers**

Across all channels

**4**

**Primary Platforms**

Full ecosystem coverage

# Audience Demographics

## Age Profile

**25-44 years:** Active buyers exploring new models, trends, and automotive lifestyles.

**45-54 years:** Established owners focused on higher priced segments and long-term automotive investments.

## Geographic Distribution

Primary market is the **United States**, with secondary reach across Canada, Europe, and the UAE.

## Engagement Quality

My content generates high-quality, intent-based interaction indicating strong purchase consideration:

- **High Saves & Shares:** Especially on cars with compelling stories
- **Specific Comments:** Inquiries about pricing and model comparisons
- **Active Community:** Audience members tag friends and offer advice

# Platform Breakdown



## TikTok

**26.5K** followers

**20.0M** views

**1.5M** engagements

Role: Top-of-funnel discovery and viral scale



## Instagram

**45.2K** followers

**17.2M** views

**1.8M** engagements

Role: Brand credibility and community building



## YouTube

**54.3K** followers

**46.4M** views

**63%** ages 25-54

Role: High-intent education and buyer research



## Facebook

**27K** followers

**11.6M** views

**64%** US-based

Role: Ownership-aged decision makers

# Bob Waldman

## Cascadia Classic

As an early adopter of selling collector cars online, Bob has had a front row seat to the evolution of the marketplace, being one of the first sellers to list on Bring a Trailer.

The viewpoint he conveys in his videos is inspired by storytelling, with an intention to produce content that is not only visually compelling, but effective in engaging the viewer's curiosity to learn more.

### Contact Details

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