



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.

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