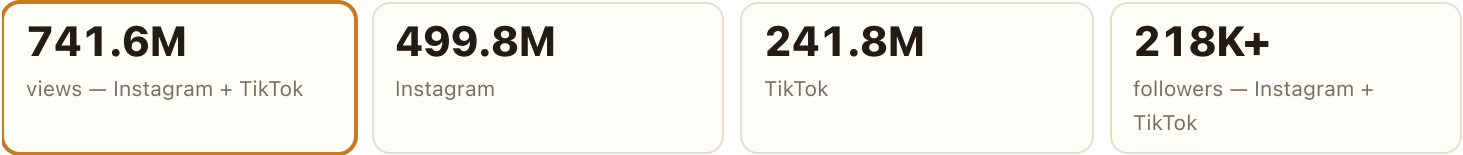


Marshmallows, roasted for millions.

It started as roasting marshmallows on camera. Now our videos have been watched over 740 million times, and millions of people across Instagram and TikTok show up to watch, listen, pick sides, and engage.



LIFETIME

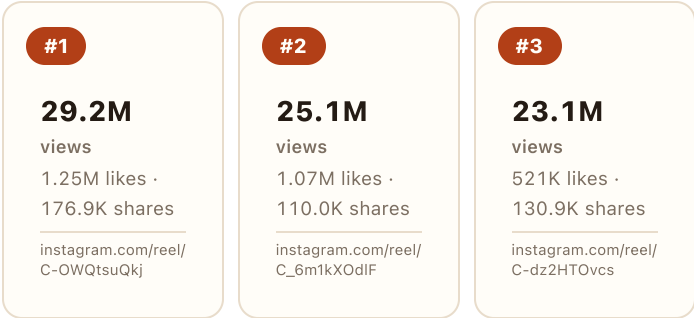


VIEWS & REACH · INSTAGRAM

WINDOW	VIEWS	ACCOUNTS REACHED
Last 30 days	8.6M	6.0M
Last 60 days	22.2M	15.5M
Last 90 days	33.9M	23.7M

30-day reach is 58x our Instagram following — this content is distributed far beyond our own audience, reel after reel. All figures pulled directly from the Instagram API, July 2026.

TOP POSTS — 77M+ COMBINED VIEWS



Every number is verifiable — open any post directly, or paste its link into a browser.

ENGAGEMENT — THE DEBATE MECHANIC

The signature "pick your roast level" format turns every video into an argument the audience wants to win: **over 24 million likes and comments** across Instagram and TikTok, with top reels pulling **36,000+ comment debates** over which marshmallow is best.

For brands, that means your product isn't just watched, it's **voted on**. Sponsored placements run inside the format, so the audience spends the whole video engaging with the product itself.

Let's roast something together. allthingsmarshmallows@gmail.com

Instagram @mallowasmr · TikTok @allthingsmarshmallowasmr

PARTNERSHIP RATES

Your product, built into the content.

Over 740 million views across Instagram and TikTok. Every package puts your product inside the video itself, posted to both Instagram and TikTok. Performance numbers available in our media kit.

Story feature

\$500

1–3 frames about your brand on our Instagram, live 24 hours, with a clickable link to your site.

Product overlay

\$1,000

Your product appears and gets used on camera in one scene, with the video otherwise running as a regular post. Non-exclusive, and no tag or link is included.

Background placement

\$3,000

Your product is the set. Everything in the video happens on it, over it, or with it, on screen for the full watch. Non-exclusive: other brands may appear in the same video, and no tag, caption mention, or link is included.

Solo brand reel

\$5,000

Most popular

A reel that's exclusively yours. No other brand featured. Your product on the stick, on the marshmallow, in the backdrop, or in the entire video. Wherever it fits best. Includes your tag on the post, a caption mention, and a permanent placement on our page.

3-reel solo series

\$12,000

Three solo brand reels released across the feed. Repeat exposure to the same audience. Best value per view.

Pinned placement

\$2,500/mo

Only 3 slots

Requires a solo brand reel

Your reel holds one of the three pinned slots at the top of our profile. The first thing every visitor sees. To keep pinned content performing, the slot carries a solo brand reel from the last 90 days. Month-to-month: either side can end the placement at the end of any 30-day term.

Monthly partner

\$15,000/mo

Category exclusive

Pinned slot included

4 reels + 4 stories every month. Three-month minimum. Exclusivity covers your specific product category, named in the agreement, for the length of the term.

ADD-ONS

Add a story feature to any package above

+\$300

USAGE RIGHTS

All sponsored content includes reposting rights on your own social channels at no extra cost. Paid advertising and website or email use are available and quoted per campaign.

Let's roast something together.

allthingsmarshmallows@gmail.com

Instagram @mallowasmr · TikTok @allthingsmarshmallowasmr