FROM SHED TO SUMMIT

MEDIA KIT · 2026

Honest gear reviews. Real adventures.

A UK outdoor channel making honest bushcraft, camping and gear review videos, from wild camps and hot tents to budget gear tests and family fun.



Figures from YouTube Studio and Instagram, 4 November 2026

2,210
YouTube subscribers
+370 in the last 90 days

393K
YouTube views
97K in the last 90 days

2,700+
Hours watched
in the last 90 days

7.5K
Instagram followers
Top Reel: 32.6K plays

ABOUT ME



Paul Howell
Cambridge, UK

Hi, I'm Paul Howell. I'm a husband, dad and outdoor enthusiast with a real love of bushcraft and a passion for testing gear and sharing real-world experiences.

My goal is to create authentic, helpful content that helps others make informed decisions and feel confident getting outside.

WHO WATCHES

United Kingdom	47%
United States	18%
Aged 35 to 64	74%
Men	85%

Then Germany, Canada, Australia and Ireland.
YouTube views, last 90 days.

WHAT I MAKE

- **Bushcraft & wild camping**
  Woodland skills, fire and overnighters
- **Gear reviews & tests**
  Tents, stoves, lanterns, sleep kit
- **Hot tents & winter camping**
  Wood burners in canvas
- **Camp cooking**
  Meals over fire and stove
- **UK camping news & prepping**
  Wild camping law, 72-hour kits

POPULAR VIDEOS



The Government Just Told Britain to Stockpile Food
40K views · 121 comments



Did They JUST Change The Wild Camping Laws?
12.7K views · 130 comments



This Alcohol Stove Has a Secret Feature!
12.2K views



Don't Panic! What 72 Hours of Food Really Looks Like
9.2K views in its first 9 days

PRODUCT PHOTOGRAPHY

I also love product photography: kit shot out in the woods, where it actually gets used.



WORK WITH ME

- Product reviews
- Product photography
- Sponsored videos
- Long-term partners
- Instagram Reels
- Giveaways

BRANDS I'VE WORKED WITH

WINNERWELL · CANVAS TENT SHOP · GSI OUTDOORS · SILVERANT · READYWISE

LET'S TALK

Got a product that fits the channel? I'd love to hear from you.

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