S MEDIA KIT · 2026

@SANTIAGOPERICO_ · NEW YORK

SANTIAGO PERICO



Pensamiento crítico en tiempos superficiales.

Critical thinking for shallow times.

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S AT A GLANCE

DATA AS OF NOV 6, 2026

THE NUMBERS

INSTAGRAM FOLLOWERS

44.6K

Grew from 20K to 44.6K in a year.

TOTAL VIEWS

12.2M

137 reels · Jun 2025 – Oct 2026

LIKE RATE

6%

Industry average: 2–3%.

2–3× the industry average.

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ABOUT

This isn't lifestyle content. It's a point of view.

A thoughtful, critical voice on what younger millennials and older Gen Z are going through.

I make videos that question what we take for granted: relationships, money, solitude and how we grow. I'm based in New York, doing an MBA at Columbia after years as a product manager in Latin America and Europe. I keep it straight, no formulas, for a generation that wants to understand, not just scroll.

MANIFESTO

SALGA. EXPLORE. PIENSE. NO TODO ES COMO PARECE SER. REPETIR LO MISMO NO TRAE DIFERENTES RESULTADOS. SEA CURIOSO. EXIJA LO JUSTO. ELIJA SER LIBRE. OBSERVAR, REFLEXIONAR, COMPARTIR. SÍ. FAC SI FACIS.

Get out. Explore. Think. Not everything is what it seems. Doing the same thing won't bring different results. Stay curious. Demand what's fair. Choose freedom. Observe, reflect, share. Yes. Fac si facis.

PILLARS

- LET'S TALK ABOUT → **RELATIONSHIPS**
- LET'S TALK ABOUT → **PERSONAL GROWTH**
- LET'S TALK ABOUT → **SOLITUDE**
- LET'S TALK ABOUT → **MONEY**

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AUDIENCE

AGE

18–24	6%
25–34	62.5%
35–44	24.9%
45+	6.6%

GENDER

Women	59%
Men	41%

MOST ACTIVE

6–9 PM ET

When the audience is most active.

COUNTRIES

Colombia	61%
Mexico	8.3%
United States	7.9%

CITIES

Bogotá · Mexico City · New York

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PERFORMANCE

VIEWS PER REEL (MEDIAN)

34K

Half of my reels beat this number. With 44.6K followers, almost the entire audience watches every reel.

REELS OVER 100K VIEWS

20

Out of 137 reels, one in every 7 breaks 100K.

TOP REEL

2.9M

174K likes · 31K shares. Proof of how far it can go.

Watch reel →

ENGAGEMENT

12.7%

22.2K of the 175K accounts reached interacted over 90 days.

Per reel, ~4.6% of my followers like or comment. The average for 10K–50K accounts is 0.54% (HypeAuditor 2026).

VS. ACCOUNTS WITH 10K–50K FOLLOWERS

14×

more views per reel than the average account my size.

VIEWS PER REEL

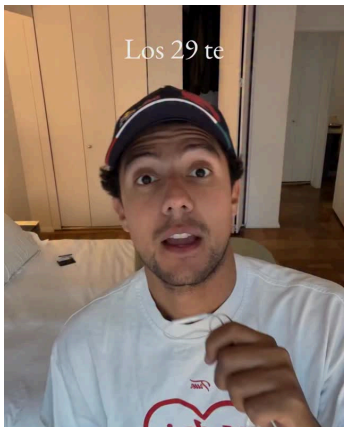


My median vs. their average. Source: Socialinsider 2025.

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FEATURED REELS

Hear the voice before you reach out.



TWENTY-NINE

2.9M views



REJECTION (FT. FRED AGAIN..)

825K views



RUNNING TOWARD BURNOUT

797K views



THE GRAY AREA

360K views

06

BRANDS

30+ brand partnerships. Some of the biggest:

COCA-COLA	NEQUI	TAPTAP SEND	SELIA
SAJÚ	A LOT STUDIO	DOMENICA	

07

FORMATS

Six ways to work together.

01	**INTEGRATED REEL**	Posted on Instagram and TikTok.
02	**STORY**	Posted on Instagram and TikTok.
03	**STORY BURST**	Four back-to-back stories.
04	**AD VIDEO**	A video made for the brand's paid media.
05	**EVENT APPEARANCE**	I attend and cover it in stories.
06	**EVENT TALK**	Talk, panel or interview.

Prices available with a password at santiagoperico.com.

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