

STEVE THE BARMAN

UPDATED: AUTUMN 2026



COCKTAIL BARTENDER, PUB & BAR MANAGER FOR 30+ YEARS | PERSONAL BRAND BUSINESS SINCE 2012 | SPIRIT LOVES: RUM | BIG PASSION IS RIFFING UP FAMOUS RUM COCKTAILS WITH LIQUEURS, SYRUPS, PUREES & SOFTS | LEAD JUDGE FOR THE BARTENDER BRAND AWARDS 2018-2026 | YOUTUBER SINCE 2016 | FULL TIME YOUTUBER SINCE 2020

45,000+ YOUTUBE SUBS

10+ MILLION LIFETIME VIEWS

SUBS MEAN NOTHING! 85% OF MONTHLY VIEWS ARE FROM "NOT SUBSCRIBED" VIEWERS

6000+ INSTAGRAM FOLLOWERS



5,000-15,000 VIEWS A DAY

150K-500K VIEWS A MONTH

RE-BUILDING RUM MEMBERSHIP COMMUNITY

EXCLUSIVE CONTENT AND SHOWCASES

4000+ EMAIL SUBS

£5000+ DRIVEN IN SALES PER MONTH FOR AFFILIATES

CHANNEL MISSION

- 1) FOCUSING ON RUMS UNDER £50 / \$65 FOR COCKTAILS & MIXING
- 2) SHOWING OLD CLASSICS AND NEW RUM COCKTAIL CREATIONS

MY MANTRA IS FAFF FREE, FUN & EASY COCKTAILS. NO MIXOLOGY. NO GEEKERY.

CONTENT

VIDEO STYLE
LONG FORM

SHORT FORM CLIPS FROM LONGS FOR BRANDS ON INSTA

FEATURE VIDEOS:
EVERY TUESDAY
EVERY THURSDAY
EVERY SUNDAY

10-30 MINUTE VIDEOS WITH TYPICALLY 6-9 MINUTE AVERAGE WATCH TIME. VIDEOS GAIN TRACTION OVER TIME IN SEARCH

BLOG & NEWSLETTER
UPLOADED & SENT WEEKLY

BLOG ORGANICALLY HITS 18K TO 35K A MONTH
(TYPICALLY 20K, WITH 35K BEING HOLIDAYS)

CURRENT DEMOGRAPHICS

30% UK	94% MALE	6% > 18-24
21% US	6% FEMALE	16% > 25-34
8% SWEDEN		28% > 35-44
5% GERMANY		26% > 45-54
4% CANADA		24% > 55+
32% ROW		

DEVICES WATCHED ON

45% TV
31% MOBILE
18% COMPUTER
6% TABLET

AVERAGE VIEW DURATION SWINGS BETWEEN 6-9 MINUTES!
ALSO NOTE: 69% OF VIEWS ARE ON A BIGGER SCREEN

STEVETHEBARMAN.COM/HELLO
LINKS TO YOUTUBE, INSTAGRAM, EMAIL & WHATSAPP

