

MR. KNOW-IT-ALL × LORE RELOADED

Sourced, comic-literate film & television criticism on YouTube — reviews within 24 hours of air.

Mr. Know-It-All · every1lovesaknowitall@gmail.com · Professional voiceover artist & critic

188,000+

COMBINED SUBSCRIBERS & FOLLOWERS

LORE RELOADED

Star Trek & sci-fi analysis · @LoreReloaded

140,000 subscribers

330,000+ views on the last 30 days of uploads

Deep-dive lore & worldbuilding documentaries

MR. KNOW-IT-ALL

Film, TV & comics criticism · @arealknowitall

27,700 subs · 996 videos · 1.15M lifetime views

273,800 views in the last 28 days measured

Weekly episode verdicts within 24h of air

MOMENTUM — LAST 30 DAYS, MEASURED

2.2M+

combined views & impressions

+35%

TikTok follower growth

2× in 28 days

X audience (+1,021 net)

+6,500 subs

in one 2-week YouTube wave

SOCIAL FOOTPRINT

Instagram	@arealknowitall	10,100 followers · 1.0M views in the last 30 days · 777 posts
TikTok	@arealknowitall	8,300+ followers (+35%/mo) · 448K views in 28 days · 78% US audience
X / Twitter	@MrKnowItAll	2,200+ followers · 193K impressions in 28 days · best post 11.4K imp / 66 reposts
Threads	@arealknowitall	Companion discussion feed
LinkedIn	The Mr. Know-It-All Show	Company page · long-form coverage announcements

4+ clips published daily across Instagram / TikTok / X through a scheduled clip pipeline.

AUDIENCE

- Superhero/Marvel coverage: core 35–44, mobile-first (52% top age band; 56% mobile).
- Star Trek coverage: 55+ living-room viewers watching on television — two distinct, measured audiences.
- ~78% United States across platforms; measured via YouTube Analytics and platform exports.

CURRENT & UPCOMING COVERAGE

Lanterns (HBO Max) Full-season weekly reviews — premiere verdict published within 24 hours of air.

Strange New Worlds S4 (Paramount+) Every episode reviewed weekly through the finale.

X-Men '97 (Disney+) Complete S2 coverage — among the deepest sourced analysis corpora on YouTube.

Ahead Marvel's Vision Quest (Oct) · Avengers: Doomsday (Dec) · X-Men '97 S3 (2027).

WHY PUBLICISTS WORK WITH US

- Editorial, sourced criticism — not reaction content. Audiences cite the balanced tone as their reason for subscribing.
- Reliability: fixed weekly publishing slots, day-after coverage on every premiere we commit to.
- Credentialed with the Disney / Getty Images “All Access” press-asset library; familiar with embargo discipline.