



MEDIA KIT

The Story of KT

Vietnam-focused media and information platform helping future residents and travelers understand Vietnam through practical, experience-based content on relocation, travel, dating, retirement, housing, and building a life here.

Kevin "KT" Thornton | Ho Chi Minh City, Vietnam

6.17K

Subscribers

Current

569.8K

Total views

Lifetime

448

Videos

Published



Vietnam-based creator

A mature, U.S.-led audience actively researching Vietnam before making travel, relocation, lifestyle, and purchasing decisions.

Rates available upon request

Channel statistics verified through YouTube Analytics and vidIQ. Data updated July 2026.

PARTNERSHIPS AND SPONSORSHIPS

KevinT@TheStoryofKT.com



ABOUT

Kevin "KT" Thornton

American expat, creator, educator, and relocation advisor based in Ho Chi Minh City, Vietnam.



Kevin "KT" Thornton is the creator behind The Story of KT, a Vietnam-focused platform built for future expats, long-term travelers, retirees, and people considering a real life overseas. Originally from San Diego, California, KT left the United States in 2018 after years in hospitality, events, and business.

After living in Mexico, the Netherlands, Greece, and Tunisia, he moved to Vietnam in early 2020. His content now focuses on the real decisions people face before relocating: housing, cost of living, dating, visas, culture, business opportunities, safety, and daily life in Vietnam.

What the platform does

The Story of KT helps future expats understand Vietnam before they move, date, invest, travel, or build a life here. The content is direct, practical, and built from lived experience.

Travel background

United States

Mexico

Netherlands

Greece

Tunisia

Vietnam



PERFORMANCE

Recent channel performance

Current audience activity matters more than lifetime totals alone.

LAST 28 DAYS

14,790

Views

1,019+

Watch hours

5:32

Avg. view duration

+77

Net subscriber growth

LAST 90 DAYS

75,147

Views

5,752+

Watch hours

+497

Net subs

2,794

Likes

467

Comments

75K+ views and 5.7K+ hours watched in the last 90 days.

The Story of KT continues to attract viewers researching Vietnam travel, relocation, dating, retirement, housing, and long-term life in the country.

Source note

Performance metrics are verified through YouTube Analytics and vidIQ. 28-day reporting covers June 22 to July 20, 2026. 90-day reporting covers April 21 to July 20, 2026.



AUDIENCE

Audience at a glance

88%

Male audience

12%

Female audience

70.9%

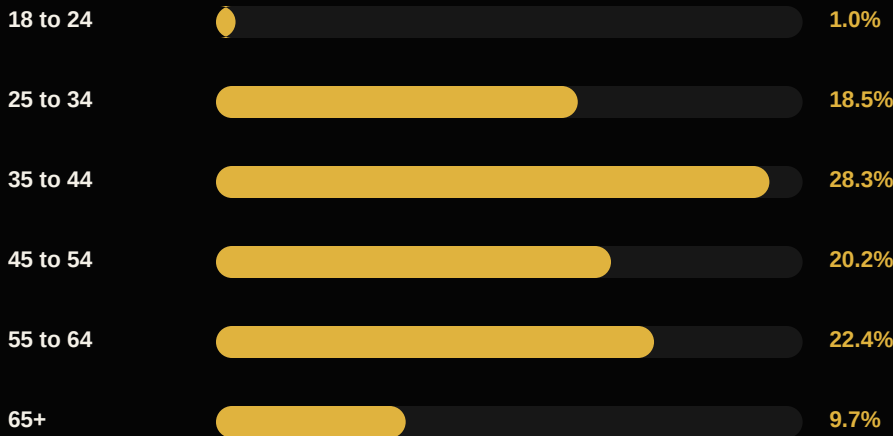
Ages 35 to 64

43.8%

U.S. share

of 90-day views

Age distribution



Top audience markets

United States	32,891 views
Vietnam	7,204 views
Canada	1,109
United Kingdom	968
Cambodia	764
Philippines	758
Australia	467
Thailand	209

Sponsor takeaway

The Story of KT reaches a mature, predominantly male, U.S.-led audience with strong interest in Vietnam travel, relocation, retirement, housing, dating, and long-term planning.



CONTENT

Content pillars

~~Practical, direct~~ Vietnam content for viewers who want more than tourist highlights.

Relocation

Moving to Vietnam, city fit, first 90 days, mistakes to avoid.

Housing

Apartment tours, realistic budgets, districts, lease red flags.

Dating and culture

Relationship expectations, cross-cultural lessons, social norms.

Cost of living

Real monthly budgets, daily expenses, city comparisons.

Business and work

Teaching, investing, services, entrepreneurship, local opportunity.

Expat stories

Interviews with foreigners and locals building real lives in Vietnam.

Featured videos

The Shocking Price Tag Living in Vietnam's Capital

Watch

The Ugly Truth About Visa Runs in Vietnam

Watch

\$1,500 Gets You THIS in Ho Chi Minh City?

Watch

I Spent 30 Days Dating Vietnamese Women and Here's What I Learned

Watch

The Truth About Dating Vietnamese Women in Their 20s

Watch

The Reality of Being Black in Vietnam Nobody Talks About

Watch



PARTNERSHIPS

Work with The Story of KT

A strong fit for brands serving travelers, expats, future residents, retirees, and people building a life in Vietnam.

Why partner with KT

- **High-intent Vietnam audience** Viewers arrive while researching real decisions.
- **Mature audience** 70.9% of viewers are ages 35 to 64.
- **Strong U.S. reach** The United States is the largest viewer market.
- **Long-form engagement** More than 5.7K watch hours in the last 90 days.
- **Vietnam-based perspective** Content is built from years of real experience living in Vietnam.

Best-fit partnership categories

Hotels and serviced apartments

Travel and tourism

Tours and experiences

Visa and relocation services

Real estate and housing

Healthcare and insurance

Financial services and fintech

Banking and money transfer

SIM and telecommunications

Travel gear and technology

Airlines and transportation

Expatriate lifestyle brands

Ways we can work together

Sponsored YouTube integrations • Dedicated sponsored videos • Hotel and accommodation features • Destination and experience features • Product and service reviews • Affiliate partnerships • Newsletter sponsorships • Website placements • Long-term brand partnerships • Custom Vietnam-focused campaigns

Let's build the right partnership

KevinT@TheStoryofKT.com

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