

Kevin "KT" Thornton — The Story of KT

HO CHI MINH CITY, VIETNAM

The Story of KT is a Vietnam-focused YouTube channel helping international viewers understand relocation, travel, housing, retirement, relationships, and everyday life in Vietnam through firsthand experience and practical guidance.

With more than eight years living abroad and six years in Vietnam, KT offers an on-the-ground perspective that helps viewers make informed decisions about traveling to, relocating to, or building a life in Vietnam.

Creator: Kevin "KT" Thornton (Ho Chi Minh City, Vietnam) **Business Contact:** KevinT@TheStoryofKT.com **Website:** <https://thestoryofkt.com>

CHANNEL PERFORMANCE

SOURCE: YOUTUBE STUDIO • OCTOBER 20, 2026

6.8K

LIFETIME

SUBSCRIBERS

Total channel subscribers reported in YouTube Studio as of October 20, 2026.

34.4K

LAST 28 DAYS

RECENT CHANNEL VIEWS

Channel views across Vietnam relocation, travel, and lifestyle videos (Last 28 Days).

9.5K

LAST 28 DAYS

UNIQUE VIEWERS

Distinct viewers reached during the 28-day reporting period (YouTube Studio).

1.8K

LAST 28 DAYS

RECENT WATCH HOURS

Total hours of channel content watched over the last 28 days (Oct 20, 2026).

6:56

LAST 28 DAYS

AVERAGE VIEW DURATION

Average watch duration per view, reflecting sustained long-form viewer attention.

28.8%

LAST 28 DAYS

RETURNING VIEWERS

Share of audience returning across multiple videos during the last 28 days.

WHY PARTNER WITH THE STORY OF KT?

SPONSORSHIP VALUE

Reach a defined audience interested in Vietnam, international travel, relocation, housing, and long-term lifestyle decisions. The Story of KT combines firsthand local experience with practical information, creating natural opportunities for relevant travel, hospitality, relocation, and lifestyle brands to connect with viewers.

FEATURED CONTENT

VERIFIED CHANNEL EXAMPLES • @THESTORYOFKT

COST OF LIVING & RELOCATION

What It Really Costs to Live in Hanoi Vietnam

Practical breakdown of monthly living costs, rent, dining, utilities, and realistic budgeting for relocating to Vietnam.

youtube.com/watch?v=lhpPZVOj9cs

HOUSING & EXPAT LIFESTYLE

What \$1,500 a Month Gets You in Ho Chi Minh City

On-the-ground apartment tour exploring housing quality, building amenities, neighborhood fit, and long-term living standards.

youtube.com/watch?v=ZhlHqoS83J4

TRAVEL, VISAS & EXPAT LIFE

Vietnam Visa Runs in 2026: What Expats Need to Know

Firsthand guidance on entry rules, visa renewals, travel logistics, and regulatory realities for long-term visitors and residents.

youtube.com/watch?v=O-lfn6-JiFM

The Story of KT

Audience Demographics, Brand Alignment & Partnership Opportunities

MEDIA KIT

October 20, 2026

AUDIENCE DEMOGRAPHICS

LAST 28 DAYS • YOUTUBE STUDIO, OCTOBER 20, 2026

86.8%

MALE AUDIENCE

Last 28 days gender share

13.2%

FEMALE AUDIENCE

Last 28 days gender share

74.5%

AGES 35-64

Core adult viewer segment

45.6%

U.S. AUDIENCE SHARE

Top country (Last 28 days)

AGE DISTRIBUTION

74.5% Ages 35-64

Ages 18-24	1.4%
Ages 25-34	16.2%
Ages 35-44	26.7%
Ages 45-54	24.5%
Ages 55-64	23.3%
Ages 65+	7.9%

GEOGRAPHY (LAST 28 DAYS)

% of Reported Audience

1. United States	45.6%
2. Vietnam	14.4%
3. Canada	1.3%
4. Indonesia	0.5%
5. Australia	0.5%

Percentages of the reported audience for the last 28 days (YouTube Studio, Oct 20, 2026).

AUDIENCE INTERESTS & BRAND ALIGNMENT

LAST 28 DAYS • YOUTUBE STUDIO

Residential Properties & Real Estate

VERY HIGH

Credit & Lending

VERY HIGH

Travel

HIGH

Hotels & Accommodations

HIGH

Investing & Business News

HIGH

Beach & Destination Travel

HIGH

Audience interests are Google estimates and do not represent verified purchases or individual relocation intentions.

BEST-FIT BRAND PARTNERS

RELEVANT SPONSOR CATEGORIES

Hotels & Serviced Apartments

Travel & Tourism Companies

Vietnam Tours & Experiences

Visa & Relocation Services

Real Estate & Housing

Healthcare & Insurance

Financial Services & Fintech

Banking & Int'l Money Transfers

SIM Cards & Telecommunications

Airlines & Transportation

Travel Equipment & Technology

Expat Lifestyle Brands

PARTNERSHIP OPPORTUNITIES

COLLABORATION FORMATS

YOUTUBE

- Sponsored integrations
- Dedicated sponsored videos
- Product or service reviews
- Hotel & accommodation features
- Destination & experience features

DIGITAL

- Affiliate partnerships
- Website sponsorships
- Travel & relocation resource placements

STRATEGIC

- Long-term brand partnerships
- Custom Vietnam-focused campaigns

SPONSORSHIP CONTACT

BUSINESS INQUIRIES

KevinT@TheStoryofKT.com

WEBSITE

<https://thestoryofkt.com>

BOOK A PARTNERSHIP CALL

<https://calendly.com/thestoryofkt/the-story-of-kt-partner-call>