



MEDIA KIT

The Story of KT

Vietnam-based creator helping future expats understand Vietnam before they move, date, invest, travel, or build a life here.

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

6.0K+

Subscribers

547K+

Total views

434

Videos

YouTube stats pulled from vidIQ on June 11, 2026.

PARTNERSHIPS AND SPONSORSHIPS

KevinT@TheStoryofKT.com



Vietnam-based creator

Helping future expats understand Vietnam before they move, date, invest, travel, or build a life here.

Rates available upon request



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



AUDIENCE AND REACH

A focused audience researching Vietnam

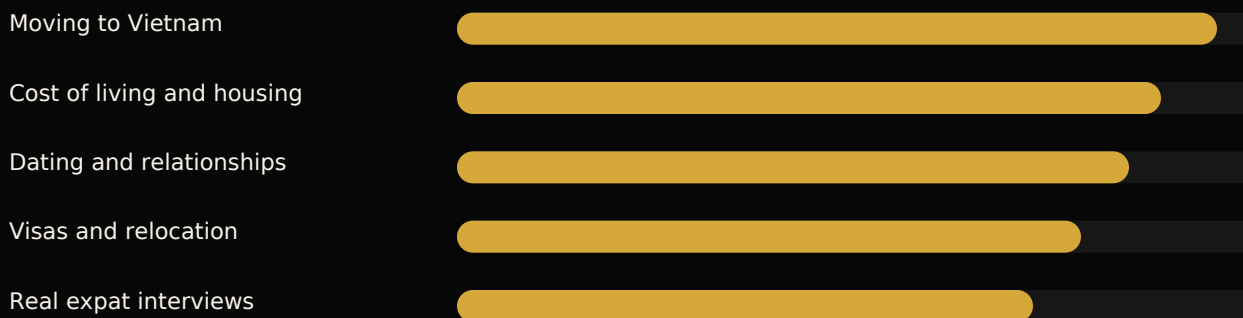
The audience is valuable because many viewers are not only watching travel content. They are researching relocation, retirement, housing, dating, business, and long-term life in Vietnam.



Audience profile

- Primary viewers** Future expats, retirees, long-term travelers, men exploring Vietnam, and people comparing Southeast Asia.
- Strong markets** U.S.-led audience with Vietnam as a key secondary market. Additional English-speaking viewers include Canada, the U.K., and Australia.
- Viewer intent** Research-driven viewers looking for practical advice before making a major move, visit, relationship, or investment decision.

Content topics that attract high-intent viewers



Source note: Public channel stats are from vidIQ, pulled June 11, 2026. Audience profile is based on channel positioning and previously reviewed YouTube/vidIQ audience data in this project.



CONTENT

Content pillars

KT covers Vietnam through practical, direct content for people 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.

Expatriate stories

Interviews with foreigners and locals building real lives in Vietnam.

Featured videos

The Shocking Price Tag Living in Vietnam's Capital

youtube.com/watch?v=IhpPZVOj9cs

The Ugly Truth About Visa Runs in Vietnam

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

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

youtube.com/watch?v=ZlHqoS83J4

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

youtube.com/watch?v=1MDPY__yaQ0

Vietnam 2026: The Realities Expats Don't Talk About

youtube.com/watch?v=uCsam47Aa6I

The Reality of Being Black in Vietnam Nobody Talks About

youtube.com/watch?v=q3mbx9ECBgM



PARTNERSHIPS

Work with The Story of KT

A strong fit for brands, tourism partners, hotels, apartments, real estate teams, visa services, relocation companies, and businesses serving foreigners in Vietnam.

Sponsored YouTube videos

Dedicated videos or integrated brand mentions.

Short-form campaigns

YouTube Shorts, Instagram Reels, TikTok clips.

Destination features

City guides, hotel stays, tours, restaurants, cafes, and local experiences.

Housing and real estate

Apartment tours, neighborhood scouting, serviced apartment features.

Relocation partnerships

Visa, banking, healthcare, airport pickup, and move-support services.

Website and guide placement

Brand placement through articles, guides, newsletters, and resource pages.

Why partners work with KT

The Story of KT reaches viewers who are actively researching Vietnam and Southeast Asia before they make decisions involving travel, relocation, housing, dating, retirement, business, or long-term life abroad. This creates a stronger audience fit than general travel entertainment.

Let's build the right partnership

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thestoryofkt.com | YouTube: [@thestoryofkt](https://www.youtube.com/@thestoryofkt)

Rates available upon request