



# QUICK STAT SHEET

Platform/s	# followers	# yearly views	Countries	Details	% Male/Female
Youtube	350,000	7 million	Global (mostly UK, US, Brazil, ME)	60% 25-44 years old	67% Male, 33% Female
Linkedin	40,000	3.5 million		84% C level execs/decision makers	
Newsletter	150,000	14.7 million		87% C level execs/decision makers 68% open rate, 42% click rate	
Instagram	25,000	5.8 million			

\*AS OF DECEMBER 2025  
\*\*STATS ARE FOR YEAR OF 2025 ONLY

## 2025 YE NUMBERS:

- ~ 600,000 TOTAL FOLLOWERS
- 31 MILLION IMPRESSIONS/VIEWS

## 2026 TARGET NUMBERS:

- 2 MILLION FOLLOWERS
- 100 MILLION IMPRESSIONS/VIEWS

## QUICK BIO:

RANKED TOP 20, 25 AND 50 MOST INFLUENTIAL PEOPLE IN THE WORLD FOR AI. FORMER HEAD OF AI AT FORTUNE 500 COMPANIES. TED, UN AND INTERNATIONAL KEYNOTE SPEAKER. ADVISOR TO THE WORLD'S MOST POWERFUL COMPANIES ON THEIR AI STRATEGY. HOST OF THE FASTEST GROWING PODCAST AND NEWSLETTERS ON AI.

JENSEN HUANG  
CEO NVIDIA  
WORLD'S MOST VALUABLE COMPANY  
SPONSOR OF DANILO

DANILO MCGARRY



# QUICK STAT SHEET

## 31,000,000 IMPRESSIONS IN 2025 ALONE



### CORE AUDIENCE

COMPANY OWNERS  
EXECUTIVES / LEADERS  
VIP CELEBRITIES

DANILO IS TRUSTED BECAUSE OF HE HAS PRODUCED OVER USD\$2BILLION IN MEASUREABLE VALUE FOR COMPANIES AND MARKETS. BRANDS THAT PARTNER WITH HIM BENEFIT FROM THE TRUST HE HAS BUILT WITH AN AUDIENCE OF LEADERS WHO ACT ON HIS RECOMMENDATIONS.

FEATURED IN:



TRUSTED BY:



DANILO MCGARRY

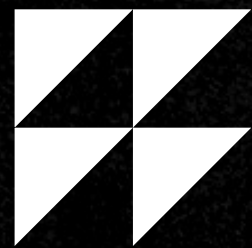


SIMON SQUIBB  
BIGGEST TIKTOK CREATOR



# QUICK STAT SHEET

## DANILO MCGARRY - BIO



- **Recognized as top 20 in the world for Ai**
- **Over USD\$ 2 billion generated with Ai**
- **Former head of ai Citigroup & United Health (America's 5<sup>th</sup> largest company)**
- **United Nations speaker on Ai**
- **Lead Ai advisor to several Fortune 500 and mid to large international companies**
- **Largest ever robot workforce 3,500 bots**
- **Published in FT, Bloomberg, The Times & many more**
- **Tech columnist at WIRED magazine**
- **Host of Fastest growing podcast in the world on Ai**
- **150,000 newsletter subscribers that is 87% composed of world leaders, C level execs, fund & PE investors and company owners**
- **Top 5 courses on Ai in Linkedin Learning course platform (as voted by Forbes Magazine)**

**CLICK TO WATCH  
MY SHOWREEL**

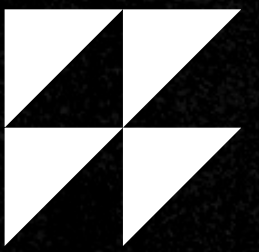


**DANILO MCGARRY**



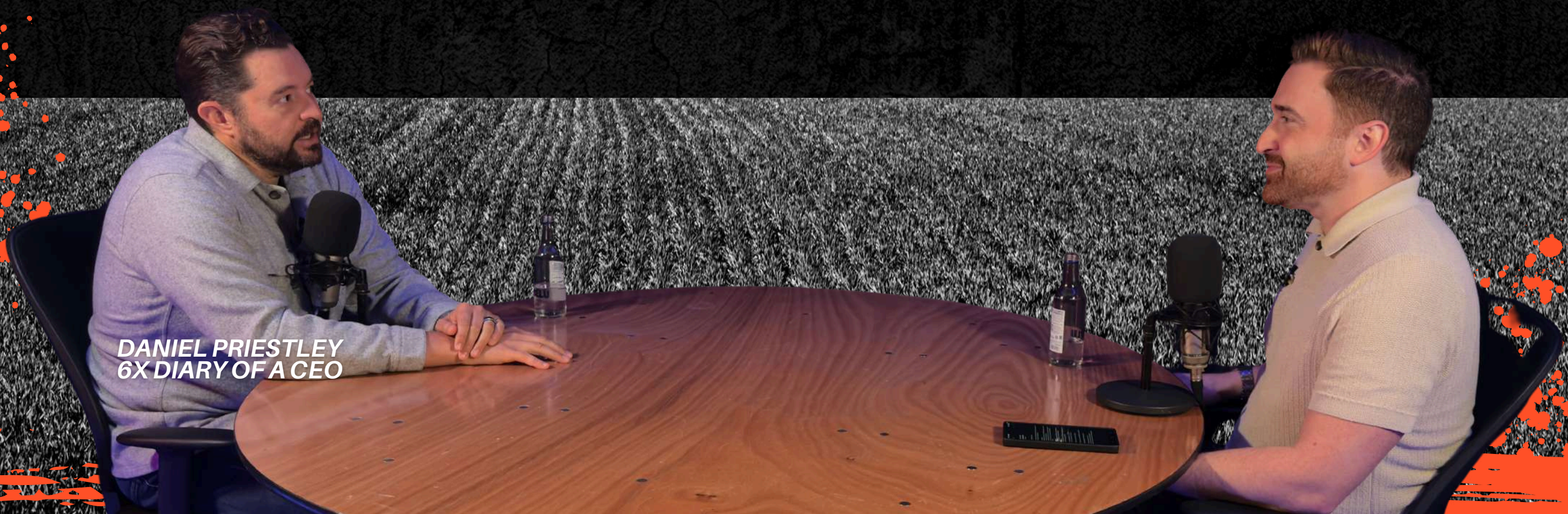
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## COLLABORATION OPTIONS:



Option	Description	Price Range (£)	Expected Performance Range
Podcast mid-roll advert	Thirty to sixty second advert inside a main episode	6,000 - 12,000	80k - 150k listens per episode
Dedicated podcast segment	Ten to fifteen minute feature on their tech or founder	12,000 - 20,000	100k - 180k listens
Integrated YouTube mention	Natural mention inside a long-form episode	5,000 - 9,000	300k - 600k views
Dedicated YouTube video	Full review or deep dive video	15,000 - 30,000	300k - 700k views
LinkedIn post	Post to your C-level heavy audience	5,000 - 9,000	80k - 180k impressions
Instagram reel or post	Awareness reel or static post	3,000 - 5,000	20k - 60k views
Newsletter feature	Insert inside your newsletter	6,000 - 12,000	60k - 90k opens
Newsletter dedicated edition	Full edition focused on their product	12,000 - 20,000	90k - 110k opens
Keynote stage mention	Mention in front of a major audience	8,000 - 20,000	300 - 200,000 audience reach depending on event
Brand ambassador retainer	Ongoing multi-channel presence	20,000 - 45,000 per month	Full ecosystem amplification
Co-branded masterclass or webinar	Joint event promoted by both audiences	10,000 - 25,000	500 - 3,000 registrants
Case study or white paper	Co-created piece using your frameworks	8,000 - 15,000	10k - 40k downloads or reads
Sponsored research report	Branded industry report with distribution	20,000 - 50,000	40k - 120k reads
Conference representation	Representing the brand and creating content	7,000 - 15,000 per day	50k - 150k content views per day
Multi-channel campaign bundle	Podcast plus newsletter plus posts plus video	30,000 - 80,000	Combined reach of 600k - 1.5m impressions

**\*PRICES ABOVE ARE INDICATIVE ONLY AND CAN BE DISCUSSED OR NEGOTIATED**  
**\*\*LIST OF COLLABORATION OPTIONS ARE NOT EXHAUSTIVE, OUR TEAM ARE HAPPY TO HEAR ABOUT YOUR OTHER CREATIVE IDEAS**  
**\*\*\*A CONTRACT WILL BE DRAFTED FOR EACH ENGAGEMENT AND A 50% DEPOSIT IS NECESSARY TO SECURE COLLABORATION WORK**



DANIEL PRIESTLEY  
6X DIARY OF A CEO



# QUICK STAT SHEET



## USEFUL LINKS:



[HTTPS://WWW.YOUTUBE.COM/@AIMCGARRY](https://www.youtube.com/@aimcgarry)

ON TRACK TO BE 1.5-2MILLION  
SUBSCRIBERS IN 2026



[HTTPS://WWW.DANILOMCGARRY.COM](https://www.daniomcgarry.com)

+ 200,000 VISITORS EVERY YEAR



[HTTPS://WWW.LINKEDIN.COM/IN/DANILOMCGARRY/](https://www.linkedin.com/in/daniomcgarry/)

CIRCA 40,000 FOLLOWERS



DANILO MCGARRY