

MEDIA KIT 2026

Mindful handheld tech.

Calm, considered takes on portable devices —
for real people with real lives.

intentionaltech.co.uk



ABOUT ME

Tech's calmest creator.

Intentional Tech is a YouTube channel and blog by Chris Cowley - a casual gamer, busy dad, and writer from the UK.

Each video pairs with a written article on [IntentionalTech.co.uk](https://intentionaltech.co.uk) and an email newsletter. The editorial focus is on helping people make better, more deliberate choices about the handheld devices they add to their lives.



THE AUDIENCE

Thoughtful tech fans who use devices on the go (or in bed)...

18–44

Core age range

Tech lovers with disposable income, who highly value their time

Global

Audience

Viewers are mostly based in North America and Western Europe

Mindful

Outlook

Seeking level-headed opinions, not hype-driven reviews

Values

Beyond Specs

Want authentic, experience-based recommendations

Three lenses. One voice.

START HERE



REVIEWS

A Casual Gamer's Review

In-depth, long-term reviews of handheld gaming devices. Real takes, not just spec sheets.

TIPS FOR GAMER DADS



LIFESTYLE

Intentional Guides

How to fit devices into busy adult lives — finding time, shaking distractions, and mindful use.

EVERYDAY CARRY



ACCESSORIES

Everyday Carry

Real life use cases for handheld devices, desk setups and tech accessories.

BY THE NUMBERS

A growing, grown-up audience.

17.5k

YouTube subscribers

Strong community of handheld
tech enthusiasts

400k

Monthly video views

High watch time — an engaged,
active viewership

40+

Newsletter subscribers

Opted-in readers await every
new issue

[RECENT LAUNCH](#)

20+

Published articles

Long-form content ranking in
search with evergreen shelf life

[RECENT LAUNCH](#)



THE EDITORIAL VOICE

"The gaming backlog isn't a list of failures. It's a collection of possibilities."

The voice at Intentional Tech is calm, optimistic and honest. Viewers come for the vibe — not the spec sheet.

In the comments.

"Recently found your channel and subscribed. I relate to this — appreciate you sharing your own emotional perspective of video gaming for others to make sense of our own emotions going through life changes. ❤️"

— @mjs9195 · YouTube

"You created a fantastic review video while being incredibly soothing to listen to. You're an extraordinarily relatable guy — once I saw you reading 'The Daily Dad', you had an instant subscriber."

— @mikechm74 · YouTube

"Love it when the smaller channels are much better than the larger ones — well done bro, this was quality."

— @SwitchUpYt · YouTube

"Fellow dad here — you've got a great narrative voice."

— @DrPestilence · YouTube

"You have a superb, calm personality. Subbed and wish you the best on your channel growth, brother!"

— @CianSpeaks · YouTube

WORKING TOGETHER

Collaboration formats.

SPONSORED SHORT

Vertical video

A short, vertical video posted to YouTube Shorts, Instagram and TikTok.

SPONSORED VIDEO

Integrated segment

A mid-roll or end-of-video segment within a closely-related organic review or lifestyle piece.

DEDICATED LONGFORM

Full video

A long-form showcase published as both a video and companion article.

All partnerships require editorial independence. Honest opinions, always. Rates and availability on request.

INTENTIONAL TECH

Let's make it happen.

If your product fits the Intentional Tech audience, get in touch.

Collaborations are selective — and honest.

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