

KINGPIN

STUDIOS

REACH AN AUDIENCE THAT'S ALREADY BUYING.

Independent artists, producers and hip hop fans who invest in their craft.

7.5M+

SHORTS VIEWS

10K+

FACEBOOK FOLLOWERS

6K+

YOUTUBE SUBSCRIBERS

500+

TRACKS REVIEWED

ENQUIRIES

kingpinhiphop.com · Portsmouth, UK · Est. 2024

All enquiries treated with full confidentiality. Response within 48 hours.

WHO WE ARE

KINGPIN STUDIOS is the live headquarters for underground hip hop culture, broadcasting from Portsmouth, UK. Every Friday at 8PM we run a live stream — tracks played, reviewed and broken down in real time. We've covered 500+ independent artists across YouTube, Instagram, Facebook and TikTok since launching in 2024.

Our platform is community-first: a WhatsApp group of artists, producers and fans who are actively investing in their craft. Not passive scrollers — buyers, builders and creators.

THE AUDIENCE

Independent artists & producers

Actively investing in their careers

Hip hop fans aged 18–35

UK-focused, globally aware

Active content consumers

Not passive scrollers

Community-driven members

Engaged WhatsApp community

Buyers

Music tools, studio time, distribution

THE PLATFORM

YouTube

6K+ subscribers · 7.5M Shorts views

Facebook

10K+ followers · active community

Instagram

Artist spotlights · story posts

TikTok

Short-form content · new audience

WhatsApp

Direct community · weekly updates

Website

Articles · features · reviews

COMMUNITY TRUST IS THE FOUNDATION.

KINGPIN doesn't take every deal. Endorsements carry genuine weight because of it.

HOW WE CAN WORK TOGETHER

01

CONTENT INTEGRATION

Brand mention or integration within a livestream, Short or article. Authentic placement that fits the broadcast format — not a banner ad dropped in.

02

COMMUNITY PLACEMENT

Direct reach into the WhatsApp community. Weekly updates and active conversation with artists and fans already bought into the platform.

03

EVENT & CAMPAIGN

Align with a specific event, cypher, drop or content series. Time-limited campaigns with clear start and end — good for launches and seasonal pushes.

04

AFFILIATE PARTNERSHIP

Ongoing revenue-share arrangement. Your link or code promoted across all content formats and in the footer. Best fit for tools, distribution, and SaaS.

BRAND FIT

WHAT BRANDS WORK HERE

Music Production

DAWs, plugins, sample packs, MIDI controllers, studio equipment

Lifestyle & Apparel

Clothing that speaks authentically to hip hop culture

Distribution

DistroKid, TuneCore, CD Baby, LANDR, mixing & mastering platforms

Artist Development

Online courses, music business tools, development services

Audio Hardware

Headphones, studio monitors, microphones, audio interfaces

Promo & Analytics

Promotion services, analytics, sync and licensing tools

CURRENT AFFILIATE PARTNERS

DistroKid

TuneCore

Splice

Plugin Boutique

LET'S TALK

All pricing is bespoke — budgets, objectives and formats vary. The ranges below are indicative. Every enquiry is reviewed properly and responded to within 48 hours.

PARTNERSHIP TYPE	FORMAT	INDICATIVE RANGE
Content Integration	Livestream mention / Short / Article	£100 – £500
Community Placement	WhatsApp weekly drop or campaign	£75 – £300
Event & Campaign	Dedicated campaign, fixed term	£200 – £1,000+
Affiliate Partnership	Ongoing link/code across all content	Revenue share

BUDGET GUIDE

Under £250 · £250–£500 · £500–£1,000 · £1,000+ · Prefer to discuss — all welcome.

WHY THIS WORKS

WHY PARTNER WITH KINGPIN

01

Direct artist access

An audience actively investing in their craft — not passive scrollers.

03

Flexible structures

One-off campaigns, affiliate deals, or long-term ambassadorships.

02

Multi-platform reach

YouTube, Facebook, Shorts, TikTok, Instagram, and WhatsApp.

04

UK rooted, global aware

Strong UK base with growing US reach and an international community.

READY TO PARTNER? SEND YOUR ENQUIRY.

kingpinstudios.kingpinhiphop.workers.dev/sponsorship · Response within 48 hours · Full confidentiality