

# THE PIPELINE LIFE + PIPELINERS TOUR

**DIRECT ACCESS TO A HIGH-SPEND, BLUE-COLLAR AUDIENCE**

**Real reach. Real engagement. Real buying power.**



MEDIA KIT 2026

The Pipeline Life is a leading media brand built around the real, everyday life of pipeliners across the U.S.—reaching a highly engaged, blue-collar audience through viral jobsite content.

The Pipeliners Tour brings that audience into the real world through rally-style events—giving brands direct access to a loyal, purchase-driven workforce.

## 150K+

FOLLOWERS

## 8M+

MONTHLY VIEWS

## HIGH-SPEND

AUDIENCE

## WHO YOU'RE REACHING

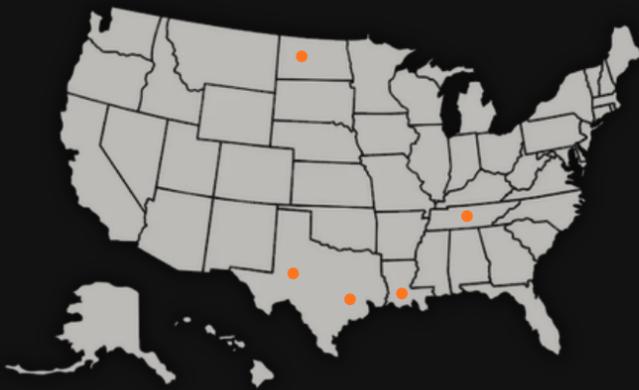
MALES 92%

FEMALES 8%

- Ages: 25–54 (core audience)
- Trades: Pipeline, Oilfield, Construction



**This is a buying audience—not casual scroll.**



### MOBILE, MULTI-STATE WORKFORCE

- Texas (Permian / ETX)
- Louisiana
- Tennessee
- Northern U.S. (expanding)

*\*More tour stops to be announced*

**They move job to job—your brand moves with them.**

## CONTENT THAT MOVES

### CONSISTENT REACH

- 8 million+ views per month
- Across all major platforms

### VIRAL POTENTIAL

- 11 million+ views  
*Top-performing video*
- User-Generated Daily Content

### WHAT ENGAGEMENT LOOKS LIKE

- Thousands of comments on viral posts
- Strong brand debates (trucks, tools, gear)
- High shares across crews and job sites

**This audience doesn't just watch—they engage.**

**Brand loyalty shows up in the comments—especially for trucks and equipment.**

### RALLY-STYLE EVENTS FOR THE PIPELINE COMMUNITY

- ▶ Live music
- ▶ Vendors + gear
- ▶ Food + drinks
- ▶ Brand activations

### WHY BRANDS WIN HERE

- ▶ Brand loyal
- ▶ Purchase-driven
- ▶ Strong word-of-mouth
- ▶ Repeat exposure

**Pipeliners don't just see brands—they buy from them.**



On-site exposure



Direct sales



Content creation



Product demos



Social amplification



Long-term reach

### WANT IN ON THE PIPELINERS TOUR?

**Partner with us. Activate your brand in front of a high-spend, blue-collar audience.**

Scan to view sponsorship opportunities  
Or contact us directly

Limited sponsor spots available per category

✉ [partnerships@thepipelinelife.com](mailto:partnerships@thepipelinelife.com)

🌐 [www.thepipelinelife.com](http://www.thepipelinelife.com)

💬 [@thepipelinelife](https://www.instagram.com/thepipelinelife)

