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Shelf Science

Plain-English science explainers for curious adults

Reach

42,000

YouTube subscribers
9,800 average views · 7.1% engagement

Engagement: (average likes + average comments) ÷ average views per post
Date and sample: September 2026 · last 10 long-form videos
Source: YouTube Studio, entered by the creator

About Shelf Science

I make 10-minute explainers on everyday science, from why bread rises to how batteries wear out, with home experiments viewers can repeat.

Audience and reach

Adults who like to learn at the weekend, many of them teachers and parents looking for experiments to try at home.

Top countries	United States 38%, India 12%, United Kingdom 9%
Age	25-44 (54%)

Partnership options

Sponsor segment of 60 to 90 seconds in one video	USD 1,200
One dedicated explainer video	USD 3,500

Rates cover one script review and posting on my channel. Use of the video outside YouTube is quoted separately.

Work samples

Available on request: a home battery experiment series and a kitchen chemistry playlist.

Let’s work together

partners@shelfscience.example