

MEDIA KIT

GOTOANDPLAY



GOTOANDPLAY

THE TECHNICAL AUTHORITY FOR THE POSITIVE GRID ECOSYSTEM

- I'm Nicolas, founder of GotoAndPlay, the definitive technical headquarters for the Positive Grid ecosystem, spanning Spark, Reactor, and BIAS X. My channel is engineered on high-density visual masterclasses, breaking down complex DSP into actionable, repeatable results.
- I provide an authoritative, high-trust bridge between modern music technology and a dedicated audience of high-intent guitarists. With an audience of adult players who actively invest in digital modeling, I help players eliminate option paralysis and master their tone through professional schematics, deep hardware deconstructions, and zero-fluff video guides.



CHANNEL STATS



4.830

channel subscribers



51.000

monthly views



3.703

email list subscribers



43%

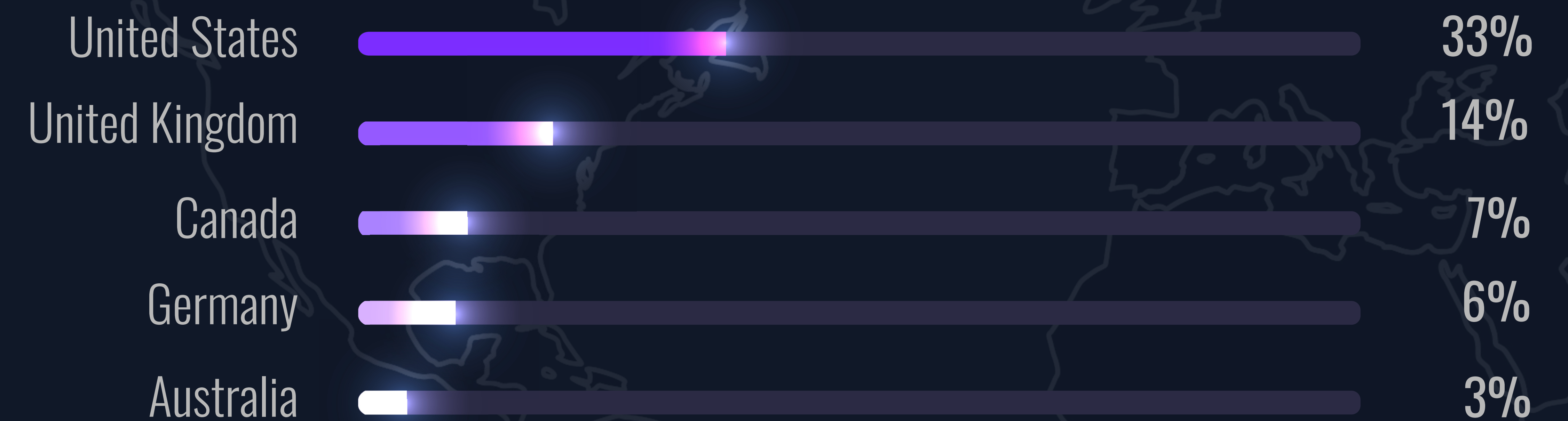
avg watch time

CORE AUDIENCE

THE DIGITAL MODELING AUDIENCE, HIGH PURCHASING POWER

Our audience is 98% male, concentrated heavily in the **35–65 demographic**. These are established, professional players with significant disposable income who are actively investing in modern digital amplifiers, home studio gear, and utility hardware.

Over 70% of viewership is concentrated in tier-one Western markets (United States, United Kingdom, Canada, Germany, and Australia). They do not watch for passive entertainment. They watch to optimize their rigs, study signal paths, and buy solutions that remove technical friction.



CONTENT PILLARS

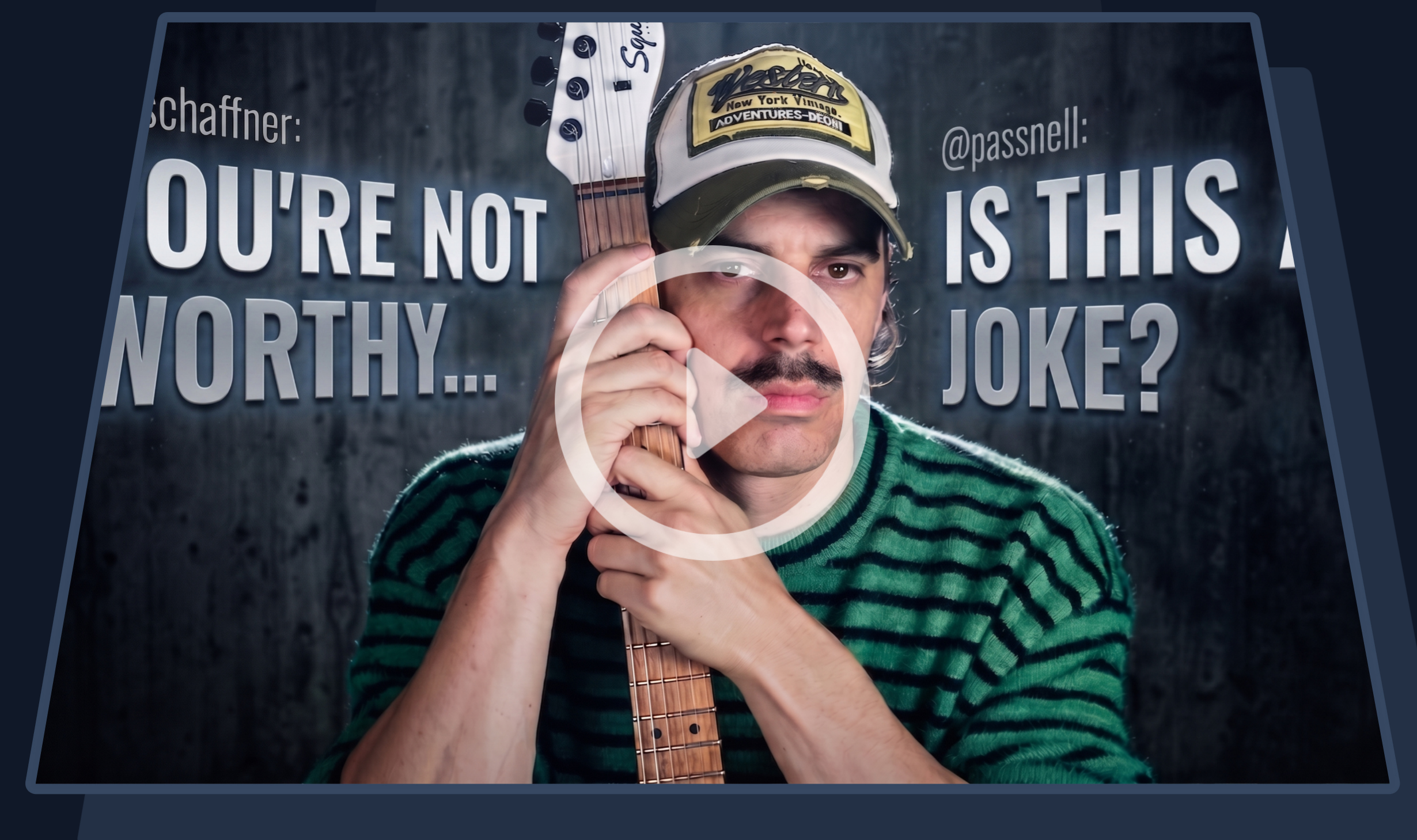
TONE LAB

Deep-dive dissections of Spark, Reactor, and BIAS X. We translate complex parameters and tone-shaping tools into visual blueprints, eliminating option paralysis for players.



GUITAR VLOG

This pillar documents the my authentic journey as a guitarist. With high engagement and elite viewer retention, it offers brands a trusted connection to a loyal community of active, dedicated players.



GEAR REVIEWS

Objective evaluations of compatible third-party utilities and digital gear. Highlighting functional utility, audio integrity, and real-world workflows without paid scripts.



PRODUCT REVIEW

Our reviews go far beyond basic unboxings. We evaluate third-party gear through a rigorous engineering lens, testing how seamlessly it interfaces with Positive Grid amplifiers and digital modeling workflows. Every review provides objective utility, practical setup guides, and high-retention technical teardowns that give serious players the confidence to invest.

COLLABORATION FRAMEWORK

Hardware Criteria: Units must expand the Spark, Reactor, or BIAS X workflow (e.g., MIDI controllers, FRFR monitors, wireless systems, loopers, guitar effects or studio routing).

Editorial Independence: We do not accept paid scripts or guaranteed positive verdicts. All evaluations maintain 100% objective testing integrity.

Asset Deliverables: Dedicated long-form review video, permanent description links, and featured placement in our newsletter.



ECOSYSTEM UTILITY & WORKFLOW INTEGRATION

For hardware, utilities, and accessories that permanently solve friction within a modern digital guitar setup, we provide continuous, long-term exposure. Rather than passive background placement, tools that survive our bench tests become permanent fixtures across our educational masterclasses, signal flow diagrams, and setup breakdowns.

LONG-TERM ECOSYSTEM ALIGNMENT

Studio Integration: Active operational use in ongoing preset-building masterclasses, signal routing guides, and studio sessions.

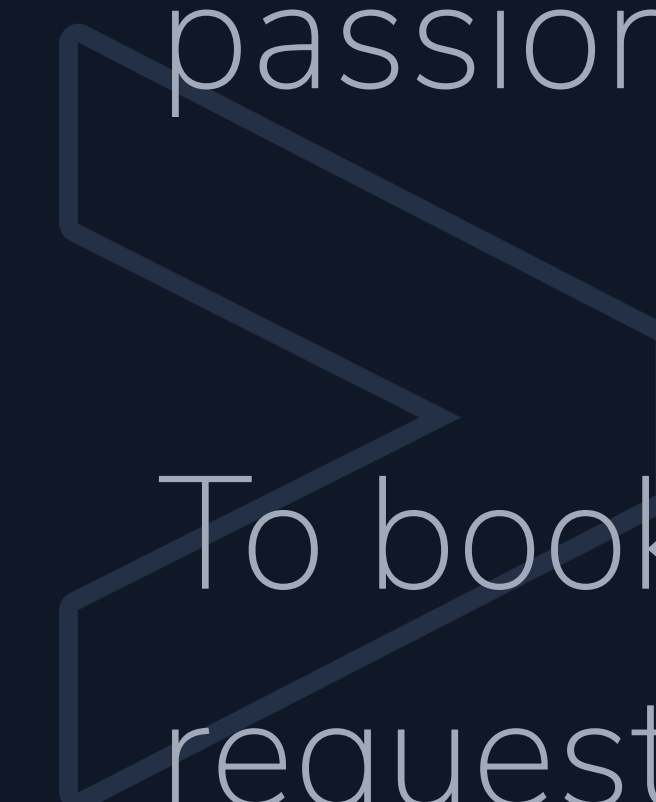
Technical Documentation: Inclusion in downloadable setup blueprints and signal chain schematics hosted on our central resource hub.

Curated Recommendations: Permanent alignment in our verified equipment lists and ongoing setup recommendations.





LET'S WORK TOGETHER



Ready to reach a dedicated audience of
passionate guitarists and musicians?

To book a meeting, send a proposal, or
request our full rate card, please email us at:

collaborate@gotoandplay.media

