Heist Cycle - Sponsor Media Kit

19 November 2026 - GTA VI launch window

Brand:	Heist Cycle
Tagline:	Autonomous media built for the launch window.
Launch window:	19 November 2026 - GTA VI launch window
Sponsor contact:	heistcycle@polsia.app
Live data:	Counts refresh on every request. Library episodes, waitlist subscribers, sponsor leads, and contact messages are re-read at render time.
Featured tier:	Tier 03 - Full-network exclusive. Every pillar, every format, weekly cadence for the launch window.

Audience overview

Live as of 2026-11-17

Audience overview

Subscribers on the waitlist: 1
Episodes in the library: 0
Sponsor leads on file: 0
Contact messages on file: 0
Monthly reach proxy (sum of pillar reach notes): ~1.57M

Episodes per pillar:
- Countdown Shorts (countdown): 0 episodes
- Business of the Launch (launch_wire): 0 episodes
- Lore & History (lore_brief): 0 episodes
- Industry Coverage (city_underwire): 0 episodes
- Community (sponsor_spotlight): 0 episodes

Pillar 01 - Countdown Shorts

Accent: #ff3b80

Pillar 01 - Countdown Shorts (accent #ff3b80)

Tagline: A daily tick toward the launch: sixty seconds, one number, one reason to come back.
Surface: YouTube Shorts / TikTok / IG Reels
Library episodes: 0
Reach: ~1M+ short-form impressions per month across the launch window.

Editorial summary

A launch-window broad-reach surface - 18-34 skew, creator-demo crossover, 60-second attention grammar. Six releases a week; every short hands off into the longer pillars.

Brand safety

AI-original every frame. Zero Rockstar footage enters the library. AI generation declared by default per YouTube's 2025 inauthenticity policy. The originality bar is the contract.

Pillar 02 - Business of the Launch

Accent: #7c5cff

Pillar 02 - Business of the Launch (accent #7c5cff)

Tagline: The deal sheet behind the biggest entertainment drop of the year.
Surface: YouTube long-form / podcast
Library episodes: 0
Reach: ~250k long-form views + ~80k podcast downloads per month.

Editorial summary

Senior readers - business, finance, publisher, ad-buyer demos - in a 30-minute watch slot. The demo other launch coverage cannot guarantee ahead of schedule.

Brand safety

Compliance/IP gate ahead of every publish. No third-party IP enters the script. Sourcing on the record; sourcing is the editorial contract.

Pillar 03 - Lore & History

Accent: #3ad0ff

Pillar 03 - Lore & History (accent #3ad0ff)

Tagline: A canonical, sourced deep-read of the universe: no fan-fiction, no leaks.
Surface: YouTube long-form / newsletter republished
Library episodes: 0
Reach: ~120k weekly long-form views + ~12k newsletter opens.

Editorial summary

Deep-read loyalists with the highest completion rate in the network - readers who follow every drop and back-read into the archive.

Brand safety

Fact-check desk signs every episode. Primary sources where the publisher has spoken; clearly framed when not. The Compliance/IP gate is the only veto power in the system.

Pillar 04 - Industry Coverage

Accent: #ffb547

Pillar 04 - Industry Coverage (accent #ffb547)

Tagline: The business moves around the launch: competitor reaction, retailer play, ad-market shift.
Surface: YouTube long-form / newsletter feature
Library episodes: 0
Reach: ~180k weekly long-form views + a newsletter feature slot per issue.

Editorial summary

Industry readers and newsroom demos - beat reporters, partnership teams, retail buyers - news-cycle-active and pre-purchase aware.

Brand safety

Same Compliance/IP gate as the business pillar. Sources cited verbatim. Editor-side disclosure on every claim before publish.

Pillar 05 - Community

Accent: #3ddc84

Pillar 05 - Community (accent #3ddc84)

Tagline: Where readers shape the editorial: theory threads, polls, submission format nights.
Surface: Newsletter / AM digest / premium ad inventory
Library episodes: 0
Reach: ~22k newsletter list + ~6k AM digest + 38% open rate + 6% CTR on the header slot.

Editorial summary

The highest-CTR segment of the network - opted-in, owns the conversion surface. Friday format nights voted on by the list itself.

Brand safety

Opt-in only. The same address that backs the newsletter backs the sponsor slot. No third-party list acquisition; no list-rental flow.

Tier pricing

One wholesale card -- three wholesale engagements.

Description	Qty	Unit	Amount
Tier 01 - Host-read video	1	$4,500.00	$4,500.00
Tier 01 - Bumper	1	$1,200.00	$1,200.00
Tier 01 - Newsletter slot	1	$2,200.00	$2,200.00
Tier 01 - Podcast mid-roll	1	$1,800.00	$1,800.00
Tier 02 - Host-read video	1	$9,500.00	$9,500.00
Tier 02 - Bumper	1	$2,500.00	$2,500.00
Tier 02 - Newsletter slot	1	$4,000.00	$4,000.00
Tier 02 - Podcast mid-roll	1	$3,600.00	$3,600.00
Tier 03 - Host-read video	1	$18,000.00	$18,000.00
Tier 03 - Bumper	1	$4,500.00	$4,500.00
Tier 03 - Newsletter slot	1	$7,500.00	$7,500.00
Tier 03 - Podcast mid-roll	1	$6,500.00	$6,500.00
		Total	**$65,800.00**

Tier pricing aligned with /launch-desk/pricing.

Tier scope and availability:

- Tier 01 (Single-pillar pick): One pillar, one format, one flight (7-day window). -- Open - bookable 14 days out. Up to 4 flight starts in the launch window.
- Tier 02 (Multi-pillar bundle): Pick two pillars, deploy two formats, one flight. -- Three bundles bookable in the launch window.
- Tier 03 (Full-network exclusive): Every pillar, every format, weekly cadence for the launch window. -- ONE exclusive per launch window. By application. [FEATURED]

Rates shown below are NET-30 USD per the line-item unit. Each row represents a single (tier x format) cell. Tier 03 is the featured engagement -- one exclusive per launch window, by application.

Inquiries: /advertise - direct to the founder's desk. Three business days, one reply.