

MEDIA KIT · NOV 2026

TOM'S APEX

Thomaz Hernandes · iRacing sim racer · Endurotech Racing (EDR) · Australia

FIRST FIVE WEEKS

370K+
views across Instagram, YouTube & TikTok since launching in October 2026

171K
views on my top Instagram reel (16K likes)

141K
views on my second viral reel

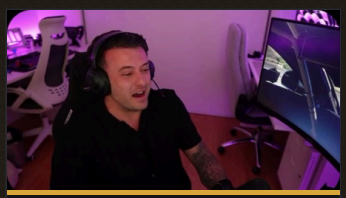
~110
Shorts & reels posted, one a day on every platform

WHO I AM

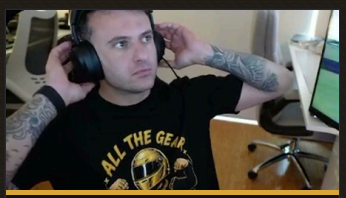
A real racer who streams the good, the bad and the funny. Long endurance stints with my team, close Porsche Cup battles, honest reactions, plus gear reviews from the sim rig.

- **GT3 class winner**, iRacing 24 Hours of Spa 2026 (Ferrari 296, EDR)
- **A licence, 3,400+ iRating**, 36+ race wins and 90+ podiums
- Am class wins in the **Australian E-Sport Porsche Cup**
- **Live every Thursday** on Twitch, 8:15 pm AEST

CONTENT THAT LANDS



171K
"Where's the ANY key?" Teammate banter, 16K likes



141K
"That was NOT 5 seconds" Penalty saga, Part 1

INSTAGRAM
@tomsapex
instagram.com/tomsapex
Daily reels, 340K+ views

YOUTUBE
@tomsapex
youtube.com/@tomsapex
Shorts, race highlights & gear reviews

TIKTOK
@tomsapex
tiktok.com/@tomsapex
Daily clips, 11K+ views

TWITCH
@tomsapex
twitch.tv/tomsapex
Live races every Thursday night

LET'S GROW TOGETHER

I'm a new channel and two of my reels have already passed 100K views. Partner early and you're there from day one: your gear on the rig, in the races and in the clips as the channel grows.

- Your product **used for real**, on the wheel cam and on stream
- A dedicated **Short on all 3 platforms**, brand tagged
- An **honest review** on YouTube
- **Discount or affiliate code** for my viewers
- **Monthly results**: views, clicks and code uses
- Every partnership **clearly disclosed**

Let's talk: **collabs@tomsapex.com** · DM **@tomsapex** on Instagram

STREAM OVERLAY BY EDRBROADCAST.COM