

GatorCris

WATCH CONTENT CREATOR · TIKTOK · WATCHCRUNCH

Former Television News Anchor · Massachusetts

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MEDIA KIT · 2026

ABOUT

Former television news anchor turned watch content creator. GatorCris covers the full spectrum - from accessible value watches to independent microbrands - with a particular eye for French, Italian, and European design. As a hobbyist watchmaker, hands-on build experience means finishing, tolerances, and movement quality get the attention most reviewers skip. Every review is honest, personal, and grounded in real purchase experience.

AUDIENCE

4,636

TikTok Followers

408K viewers · 386.3K new / 60 days

1,324

WatchCrunch Followers

1.12K posts · daily wristchecks

25K

TikTok Views / 7 days

803 likes · 134 comments · 24 shares

AUDIENCE PROFILE

GatorCris reaches the heart of #WatchTok - one of TikTok's most passionate and engaged micro-communities. True collectors and enthusiasts consume hours of watch content daily, from reviews and unboxings to live auctions and collector contests. The community is deeply sticky: viewers follow creators obsessively, share recommendations, and actively drive purchase decisions for one another. Followers are 81% male, with strong concentration in the 35-54 collector age range. Latest 60-day viewers were 71% male; latest 7-day traffic was 76.6% For You and 20.2% Search.

CONTENT FORMAT

- Short-form TikTok review (primary)
- Unboxing video (when box & papers provided)
- YouTube repost
- WatchCrunch post + wristcheck
- Brand tagged across all posts
- Official links in bio/caption
- Minimum 3 pieces of content per partnership

CONTENT STYLE

- Conversational, on-camera presentation
- Broadcast-trained delivery
- Purchase journey storytelling
- Specs + personal opinion integrated
- Audience: new & experienced collectors

COVERAGE FOCUS

Microbrands

Value Brands

Value Watches

French Independents

Italian Design

European Design

Divers

GMTs

Chronographs

Retro Styling

Under \$500

\$500-\$2,500

PARTNERSHIP TERMS

Product	Review model, loaner, or retained product handled by mutual agreement before shipment
Editorial control	My voice, my call. I welcome creative input and brand context - final editorial judgment is mine.
Disclosure	All gifted product or paid partnerships disclosed per FTC guidelines
Timeline	Review published within 3-4 weeks of receipt
Models	Agreed in writing before shipping
Paid partnerships	Available - discuss separately

WATCH GALLERY

