



TOTAL AUDIENCE

126K+

ACROSS INSTAGRAM, TIKTOK, FACEBOOK & YOUTUBE

Codey James is a New York City based vintage and fashion content creator documenting the hunt and the thrill that comes with finding fashion gems. Editorial, heritage-driven storytelling for brands that value craft and history.

87.2K
INSTAGRAM30.6K
TIKTOK8.0K
FACEBOOK547
YOUTUBE

84.9%

REACH BEYOND FOLLOWERS

117K+

INTERACTIONS / 90 DAYS

23K+ saves · 30K+ shares

Instagram, rolling 90-day window

AUDIENCE

~90%

US-BASED AUDIENCE

New York City

#1 MARKET, EVERY PLATFORM

IG 59% W · TT 61% M

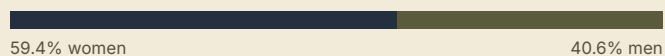
AUDIENCE BY PLATFORM

25-54

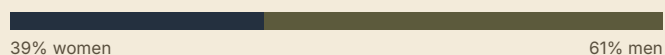
CORE AGE RANGE

GENDER

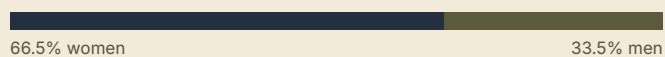
Instagram



TikTok

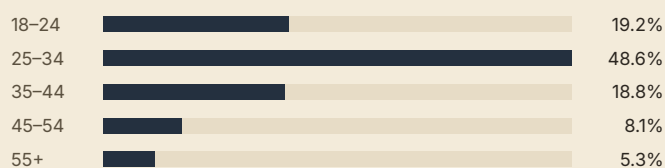


Facebook



AGE

TikTok



Instagram: broad 25-64, strongest 45-64 · Facebook: skews 45-65+

SELECTED PARTNERSHIPS

Ralph Lauren Fragrance

Modelo

Vinted

IHG Hotels & Resorts

Puma

Kiehl's

Coachtopia

Mercari

Sweetgreen

The Salvation Army



AS SEEN ON

The New York Times

Vogue

BBC News

The Washington Post

The Cut

Gothamist

Curbed

PARTNERSHIP TIERS

Single

One dedicated piece (TikTok or Instagram Reel), one platform, usage rights negotiable.

Feature

Multi-post campaign across Instagram and TikTok, story support, and a cross-posted Reel.

Partnership

Ongoing ambassadorship: monthly content across all platforms, event coverage, and first-look product features.

RATES AVAILABLE ON REQUEST

Let's build something with history.

codey@codeyjames.info · codeyjames.info