TONY SIMONS // PARTNERSHIPS & MEDIA KIT

# TONY SIMONS

BUILDER // CREATOR // INDEPENDENT TECH MEDIA

CANONICAL: media.tonysimons.dev

**METRICS UPDATED // NOVEMBER 1, 2026**

90-day data: Aug 3–Oct 31 · 30-day data: Oct 2–Oct 31
Audience: 3-MONTH IMPRESSIONS AUDIENCE · NOV 1 SNAPSHOT
Source: X Analytics Account Overview Export · @tonysimons_

## 01 // X ACCOUNT PERFORMANCE · 90 DAYS THROUGH OCTOBER 31, 2026

**8,149,037**
IMPRESSIONS (90 DAYS · AUG 3–OCT 31)
X account impressions

**50,794**
BOOKMARKS (90 DAYS · AUG 3–OCT 31)
Saved posts during this window

**173,697**
ENGAGEMENTS (90 DAYS · AUG 3–OCT 31)
Account engagements during this window

**2.13%**
ENGAGEMENT RATE (90 DAYS · AUG 3–OCT 31)
Weighted engagements per impression

90-DAY FOLLOW GROWTH: +4,764 NET (+5,471 NEW / -707 UNFOLLOWS); NOT A CURRENT FOLLOWER TOTAL.

OCTOBER 1–31 (31 COMPLETE ROWS): 2,777,275 IMPRESSIONS · 52,421 ENGAGEMENTS · 1.89% WEIGHTED ER · 14,197 BOOKMARKS · 4,565 PROFILE VISITS · +878 NET FOLLOWS (+1,148 NEW / -270 UNFOLLOWS) · 182 CREATE POST.

SEPARATE VIDEO OVERVIEW: 219,402 VIEWS 90D; 108,965 OCTOBER. NOVEMBER 1 IS A PARTIAL ROW AND IS EXCLUDED.

## 02 // PUBLIC PARTNERSHIP RATES · USD

Organic sponsored work on @tonysimons_

ONE FACTUAL REVISION INCLUDED

### ORIGINAL SPONSORED X POST

**$350**

One original sponsored post, published organically on Tony's X account.

### SPONSORED X THREAD

**$700**

One original thread of 5–7 posts, published organically on Tony's X account.

### HANDS-ON TECHNICAL DEMO

**$1,500**

One agreed test workflow, a simple screen-recorded walkthrough, and a 5–7-post X thread.

Each scope includes one factual revision, organic publication on @tonysimons_, clear sponsorship disclosure, and independent editorial judgment.

Paid advertising usage, reuse on brand channels, exclusivity, custom development, and extensive video editing are scoped separately. Confirm the exact scope and payment terms before booking.

*Account analytics are historical context, not a guarantee of sponsored-post reach or results.*

## 03 // AUDIENCE SNAPSHOT · 3M IMPRESSIONS PANEL · NOVEMBER 1

| | |
|---|---|
| **Ages 25-54 in impressions audience:** | **76.8%** |
| Ages 25-44: | 61.2% |
| **Non-follower impression share:** | **67.4%** |
| U.S. impression share: | 37.0% |

Devices: iOS 63.7% / Android 19.3% / Web 17.0%

Male · X-inferred: 90.7%

*Source: X Analytics Audience panel, Impressions filter. The screenshot does not show the exact 3M start date. These are impression-audience shares, not current follower demographics or a follower count. X notes gender data may be inferred.*

## 04 // CONNECTED BRAND ARCHITECTURE

**Tony Simons (tonysimons.dev)**
Systems, Autonomous Agents & Developer Tooling

**Tony Reviews Things (tonyreviewsthings.com)**
Hands-On Testing, Real Tradeoffs, Honest Verdicts

**AIowa LLC (aiowa.dev)**
Commercial Operator, Enterprise AI & Systems

## 05 // SELECTED PERFORMANCE PROOF

TECHNICAL GUIDE · JULY 5, 2026

### Hermes Slash Command Sheet

105K+ Imp · 12.1K Eng · 2,014 Bookmarks

~11.5% Engagement Rate

LAUNCH ACTIVITY · JULY 25, 2026

### Open-Source Hermes Skills

24.3K Imp · 480 Bookmarks · 915 URL Clicks

URL clicks reported; downstream actions not measured

HERMES MOBILE REVIEW · OCT 31, 2026

### A Promising Early Beta for Your AI Agents

Hands-on iPhone beta review · 4.0/5 TRT score

Chats · agent controls · skills · MCP; no analytics attached

## 06 // EDITORIAL RULES & TRUST

**01. Verdicts Not For Sale:** Sponsorship buys attention; editorial takes remain 100% independent.

**02. Access Mandatory:** Every review requires genuine hands-on testing. No spec-sheet repeats.

**03. Explicit Disclosure:** All paid posts, videos, and newsletter segments are clearly tagged.

---

COMMERCIAL INQUIRIES: **tony@aiowa.dev**
EDITORIAL & TRT: **tony@tonyreviewsthings.com**

OPERATED BY AIOWA LLC
https://media.tonysimons.dev