

Brian L. Allen

THE ALLEN ANALYSIS

Political commentator and host. Interviews the national press quotes, an audience of 300K+ on X, and 2.8 billion impressions a year.

Bookings: brian@allenanalysis.com

Partnerships: partnerships@allenanalysis.com

brianallen.com · allenanalysis.com · [@allenanalysis](https://twitter.com/allenanalysis)



A year on X, measured.

2.8B

IMPRESSIONS

889.8M

VIDEO VIEWS

4.9M

WATCH HOURS

4M

PROFILE VISITS

66.9M

LIKES

14.2M

REPOSTS

3.5M

REPLIES

3.6M

BOOKMARKS

78.7%

of engagement comes from non-followers. Organic discovery at scale, not a closed audience.

9,672x annual impressions per follower. Roughly twice the reach-per-follower of the top mega-creators on X. Sources: AdImpact, eMarketer, Bloomberg, Fortune, Sacra, IZEA (2026).

REACH PER FOLLOWER

National media amplifies the reporting.

FOX NEWS

On air

The Faulkner Focus, Tomi Lahren is Fearless

The El-Sayed interview from The Allen Analysis Show aired nationally on Fox News; the Faulkner Focus clip alone drew 115K+ views.

THE DAILY SHOW

Cited

Comedy Central

The program was referenced on The Daily Show.

DAILYWIRE+

On camera

Bar Fight with Michael Knowles

Booked for an on-camera debate taped before a live audience in Nashville and promoted to the main feed.

WHITE HOUSE

16M views

Stephen Miller, Deputy Chief of Staff

Senior officials engaged Allen Analysis reporting directly; one quote-tweet reached 16M views.

PRINT AND DIGITAL

10+ outlets

Mediaite, The Detroit News, The Jerusalem Post, Post Millennial, Breitbart, HuffPost, Yahoo, TheWrap, Latin Times

Interviews and posts quoted, embedded or covered across the spectrum.

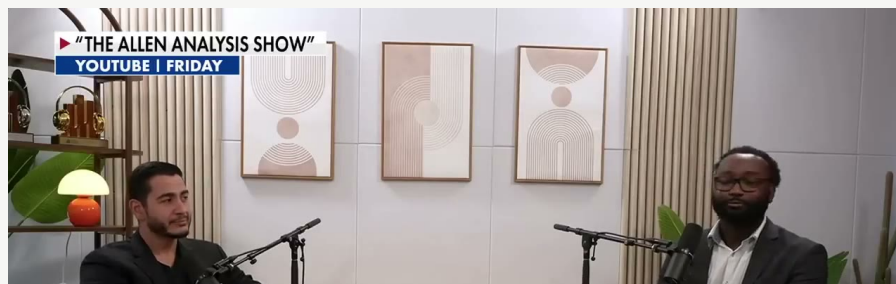
CONGRESS

Challenge coin

Epstein files reporting

Recognized with a congressional challenge coin for reporting on the Epstein files.

THE DAILY SHOW FOX NEWS DAILYWIRE+ MEDIAITE THE POST MILLENNIAL BREITBART NEWS OUTKICK HUFFPOST
YAHOO NEWS THE DETROIT NEWS THE JERUSALEM POST THEWRAP LATIN TIMES



Fox News, The Faulkner Focus: the interview on air, credited to The Allen Analysis Show.



Outkick, Tomi Lahren is Fearless: the April footage played before JD Vance's mother responded.

Who is watching.

GEOGRAPHY

United States	66.1%
United Kingdom	7.4%
Canada	5.9%
Australia	2.3%
Germany	2.2%

GENDER

57% Male 42% Female

AGE

35% 26.6% 36.5%
18 to 34 35 to 54 55+

DEVICE

60.6% 23.8% 15.6%
iOS Android Web

16M

views on a single quote-tweet of Allen Analysis reporting by White House Deputy Chief of Staff Stephen Miller. Senior officials across the spectrum engage the reporting directly.

One brand. Four touchpoints.

X

2.8B

annual impressions

Primary platform. Breaking news, prosecutorial framing, Community Note-proof sourcing.

PODCAST

5 platforms

Apple, Spotify, Amazon, iHeart, Rumble

The Allen Analysis Show. Long-form interviews already picked up by Fox News and the Post Millennial.

VIDEO

889.8M

annual video views

4.9M watch hours. Clipped and distributed across every major platform, including by mainstream media.

NEWSLETTER

Substack

direct subscriber access

Episode delivery, full sourcing and a direct line to the most engaged tier of the audience.



Rate card.

A LA CARTE Single X post \$25,000 <i>per post</i> Integrated post on @allenanalysis Tied to a live news event Approval before publish	RECURRING Multi-post package \$75,000 <i>per month</i> 8 integrated posts a month on X News-cycle deployment Monthly performance report	AUDIO Podcast host-read \$35,000 <i>per episode</i> Pre-roll and mid-roll integration Distributed across 5 platforms Permanent in the episode archive	MULTI-EPISODE 4-episode run \$120,000 <i>package</i> Pre and mid-roll across 4 episodes Custom social clips included Newsletter cross-promotion	FLAGSHIP Quarterly ambassador \$400,000 <i>per quarter</i> Full ecosystem deployment Category exclusivity Priority breaking-news activation
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Standard rates. Custom programs, multi-quarter terms and category exclusivity on request: partnerships@allenanalysis.com.

Bookable for television, podcasts and live events.

TOPICS

The Epstein files and government transparency

What the fight over the files reveals about Congress, the Justice Department and who gets protected.

The 2026 midterms

Michigan's Senate race, the Democratic primary map and the candidates the party establishment fears.

Independent media and the legacy press

How one podcast interview becomes a national news cycle, and what that says about where audiences are.

Iran, Israel and U.S. foreign policy

Who is pulling the strings in the escalation and what Washington is not saying.

FORMATS

TV and streaming hits Live or taped, in studio or remote.

Podcast guest Long-form, debate or panel formats.

Panels and keynotes Conferences, campuses and live events.

On-location interviews Field pieces and sit-downs with his own crew.

SHORT BIO

Brian L. Allen is a political commentator and host of The Allen Analysis. His interviews with Rep. Ro Khanna and Dr. Abdul El-Sayed have been covered by Fox News, Mediaite, The Detroit News and The Jerusalem Post. He has appeared on DailyWire+, been referenced on The Daily Show, and reaches more than 300,000 followers on X. Booking: brian@allenanalysis.com.



Let's connect the dots.

One email reaches Brian directly. Bookings, interviews, partnerships and press requests.

BOOKINGS

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