

Nayantharafanmade

Media Kit & Sponsorship Overview — 2026

About the Collective

Nayantharafanmade is one of the largest independent fan communities dedicated to actress Nayanthara. Built by fans and run like a studio, the collective produces cinematic edits, retrospectives, event coverage and archival content across five platforms, reaching a highly engaged, predominantly Tamil-speaking audience.

Audience at a Glance

Platform	Metric	Value
YouTube	Subscribers	320K+
YouTube	Monthly Views	1M+
Instagram	Followers	24K+
Facebook	Followers	20K+
Threads	Followers	12K+
Pinterest	Monthly Viewers	400K+

Demographics

92% Tamil-speaking core audience • Core age group 18–34 • Primary markets: India, Malaysia/Singapore, global diaspora

Why Brands Collaborate With Us

- Highly engaged Tamil-speaking audience that responds consistently, not only on release day
- Multi-platform reach with native content built for each channel
- In-house creative team producing cinematic, studio-quality assets
- 100% organic growth — no purchased followers or engagement
- Fast turnaround for time-sensitive promotions (trailers, launches, drops)

Collaboration Formats

- Movie Promotions
- OTT Promotions
- Music Launches
- Mobile App Campaigns
- Fashion & Beauty Partnerships
- Brand Awareness Campaigns

Get In Touch

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Nayantharafanmade is an independent, unofficial fan-made community and is not affiliated with, endorsed by, or representing Nayanthara or her management. All audience figures are approximate and self-reported as of 2026.