

SDC UNIVERSE

A large audience.

An owned ecosystem.

A story built to travel.

Secretos del Cuerpo turns science, health, movement and performance into audiovisual, editorial and direct content. A collaboration can receive support through videos, the website, newsletter and community.

130K

MAIN YOUTUBE

profile · rounded

7,803,649

PUBLIC VIEWS

current catalogue · API

+8,778

SUBSCRIBERS / 28D

27 Sep–24 Oct 2026

3

YOUTUBE CHANNELS

main + LAB + RADAR

12,295

INSTAGRAM

public profile

72K*

FACEBOOK

profile · rounded

AN ECOSYSTEM THAT MULTIPLIES EVERY PIECE

YouTube, Facebook, Instagram, TikTok, Spotify, web, newsletter and owned channels.

Each channel creates a different entry point into the same brand and increases meaningful audience touchpoints.

Authority, testing and distribution in one collaboration.

SDC turns relevant products into questions, tests and narratives the audience wants to follow.

AUTHORITY

Documentaries, editorial research, publications, library, resources and the SDC Method. Depth before claims.

REAL USE

We test in context: routines, constraints, data, adherence, mistakes, learning and change.

DISTRIBUTION

The piece travels across three YouTube channels, social, audio, web, newsletter and direct channels.

CONVERSION

Resources, community, Sociedad Azul, the SDC Method and owned channels create a relationship beyond the algorithm.

TRUST

Clearly identified integrations, independent editorial judgement and evidence-based communication: a combination that protects brand and content credibility.

Best fit: health, sport, technology, wearables, nutrition, sleep, recovery, mobility, active families and longevity.

The video lives on one channel. The audience lives across the universe.

Views are attributed to the channel hosting the piece, but distribution is not limited to that channel.

Secretos del Cuerpo

130K subs* · 7,803,649 public views

Documentaries, flagship reviews, explainers and central authority.

SDC LAB

4.1K subs* · 182,832 public views

Testing, protocols, applied research and technical comparisons.

SDC RADAR

1.22K subs* · 26,667 public views

Science news, trends, products, studies and rapid response.

IMPORTANT COMMERCIAL PRINCIPLE

A piece on LAB or RADAR can receive support from the main channel through Community posts, mentions, links and owned publications. Cross-promotion does not guarantee reach or sales.

Each piece is measured on its host channel and strategically amplified across the entire SDC Universe to maximise discovery, repetition and reach.

Public reach + owned channels + direct relationships.

Three complementary layers: public reach, owned channels and direct relationships with the community.

135K+

YOUTUBE SUBSCRIPTIONS

3 channels · not deduplicated

8,013,148

PUBLIC YT VIEWS

3 channels · API 26 Oct

1,208

PUBLIC VIDEOS

3 channels · API 26 Oct

72K*

FACEBOOK

profile · rounded

12,295

INSTAGRAM

public profile

Spotify

VIDEO PODCAST

active show

WEB

secretoscuerpo.com

Owned hub: publications, premium, books, Academy and Sociedad Azul.

NEWSLETTER

Systeme.io

Direct relationship, segmented by intent and frequency. Independent of algorithmic reach.

WHATSAPP / BROADCAST

Owned channels

SDC Channel, WhatsApp Business and Instagram broadcast channel for updates, resources and community.

TIKTOK

@secretoscuerpo

4,409 followers · profile 26 Oct · exclusive native photo content.

Recent growth + mature audience.

28 days: 27 Sep–24 Oct · 90-day audience: 27 Jul–24 Oct 2026

1.13M

VIEWS / 28 DAYS

1,131,930 views

+8,778

SUBS / 28 DAYS

net change · Studio

257.1K

HOURS / 28 DAYS

watch time

88.4%

AGE 35+

mature audience

74.3%

AGE 45+

approximate sum

51.3%

AGE 55+

health/longevity

TOP MARKETS · 90 DAYS

Mexico		993,565
Spain		401,658
United States		350,353
Colombia		333,751
Argentina		257,269
Peru		172,431
Chile		142,370
Venezuela		103,132

A mature Spanish-speaking audience interested in practical health, performance, prevention, habits and longevity.

Taking care of ourselves again

An SDC-developed program designed to help people understand their body, context and habits, and build a healthier life they can actually sustain.

WHAT WE HAVE BUILT

The SDC Method is a practical adaptation program: understand the starting point, assess context and capacity, define priorities, act, measure, learn and adjust.

It does not prescribe a perfect life or universal rules. It helps people integrate movement, exercise, nutrition, sleep, recovery and habits into their real obligations and circumstances.

A FIRST-PERSON SERIES

Constan Antón documents his return to self-care after fatherhood, injuries and a period without regular sport. The series will be SDC's main content over four months.

Starting point, decisions and progress alongside work, parenting and limited time. Viewers can share questions and progress in Sociedad Azul.

FREE COURSE

Introducción a una Vida Azul · Academy

SERIES + COMMUNITY

main video + original static posts and Stories

PARTNERS IN CONTEXT

products and services integrated when they add real value

BRAND OPPORTUNITY

we are looking for partners who want to support the project and become part of a longitudinal, measurable, multiplatform story

From product to story. From story to system.

The best integration does not interrupt the content: it solves a real need within the process.

1**PRODUCT SUPPLY / LOAN**

Product integrated into real-world use for long enough to build experience, data and context before results are communicated.

2**PROTOCOL**

We define what to measure, for how long, in what context and what story the test can build.

3**MAIN PIECE**

Review, integration, experiment, Method episode or documentary.

4**MULTIPLICATION**

Stories, Facebook, YouTube Community and original carousels per platform.

5**OWNED MEDIA**

Web, newsletter, WhatsApp/broadcast channels, resources or comparison where relevant.

6**SCALE**

Paid integration, affiliate program, code, campaign or partnership if the product fits.

Goal: the audience understands why the product appears and what role it plays in real improvement.

Formats designed for different brand objectives.

Each format can run independently or as part of a multiplatform package.

PRODUCT SUPPLY / LOAN

Independent evaluation with editorial integration when the product fits and adds value.

PAID INTEGRATION

Natural presence inside a video, episode or series where the product fits.

DEDICATED REVIEW

Dedicated video with real testing, limitations, experience and stated criteria.

LONGITUDINAL SERIES

Recurring appearances over weeks or months within the SDC Method or specific challenges.

MULTIPLATFORM PROMOTION

Video + Stories + static posts + web/newsletter where relevant.

AFFILIATE / CODE

Activated after product validation, with clearly disclosed links and terms.

PAID MEDIA / WHITELISTING

Usage rights, licensing, ads and exclusivity are negotiated separately.

Editorial credibility, real utility and audience trust: the asset that makes an integration valuable.

Indicative ranges. Rights negotiated separately.

Rates vary by product, complexity, timing, rights and number of deliverables.

Video integration

500-850 €

Dedicated review

900-1.500 €

Documentary / experiment

1.250-2.000 €

Social amplification

250-450 €

Multiplatform package

1.300-2.200 €

Series / partnership

Custom

Affiliate / code

Negotiable

RIGHTS & EXTENSIONS

Paid media · whitelisting · exclusivity · licensing · raw files · brand reuse · extra versions · international rights are quoted according to scope and usage.

Collaborations are presented clearly and professionally, reinforcing trust and the value of the recommendation.

The next collaboration should have a story.

Right product → real testing → useful content → distribution across the entire SDC Universe.

OFFICIAL CHANNELS & SURFACES

Web	secretoscuerpo.com
Newsletter / start here	secretoscuerpo.com/empieza
Main YouTube	www.youtube.com/@SecretosCuerpo
SDC LAB	www.youtube.com/channel/UCA61FitZDmu5EPDp3QfmW6A
SDC RADAR	www.youtube.com/channel/UCIB7jZtsMHrqifrLaiCUaUA
Instagram	www.instagram.com/secretoscuerpo/
Facebook	www.facebook.com/secretoscuerpo/
TikTok	www.tiktok.com/@secretoscuerpo
Spotify	open.spotify.com/show/3srzZi0AEZqdg12sNWL2Et
WhatsApp Business	wa.me/34661548227

PROFESSIONAL CONTACT

Constan Antón

Founder & CEO, Secretos del Cuerpo

constan@secretoscuerpo.com

SDC UNIVERSE

An audience that wants to understand before buying.

MULTILINGUAL REACH

One production. More languages. More potential markets.

INTERNATIONAL YOUTUBE

SDC has worked on localization in six languages: Spanish, English, French, German, Portuguese and Italian. Subtitle and audio coverage is checked per video before agreeing a collaboration.

REAL EXAMPLE · SDC LAB

“The Muscle Manual after 50” already includes subtitles in English, French, German, Portuguese and Italian, in addition to the original Spanish.

It is the reference for the multilingual architecture now being extended to recent documentaries.

SOCIAL + LOCALISATION

Instagram, Facebook, TikTok, WhatsApp and broadcast channels have a Spanish-speaking core. Current distribution uses original images and Stories per platform, without promising new short-form video.

VALUE FOR PARTNERS

A YouTube documentary integration can gain exposure in multiple languages from the same piece while being supported by a strong Spanish-speaking social ecosystem. For internationally minded brands, SDC combines editorial depth, localisation and multiplatform distribution.

Localization according to each publication's actual coverage