DE DR. ETMAN

MEDIA KIT 2026 GERMANY · EUROPE

SURGEON GENTLEMAN CINEMATIC TECH

DR. ETMAN



A surgeon by profession, a gentleman by choice — seen by 13M+ accounts every month and trusted by 200+ global brands, from DJI to Geely. Menswear, fragrance, cars and cinematic tech, crafted across Germany and Europe.

@dr.etman01 836K followers · 13M+ monthly reach

13M+ MONTHLY REACH · 200+ GLOBAL BRANDS

MEDIA KIT 2026

THE STORY

PRECISION IS A STYLE.

By day, a surgeon. On camera, a gentleman with an eye for detail. Dr. Etman brings operating-room precision to everything he films — the cut of a suit, the light on a lens, the notes of a fragrance. Egyptian roots, a European base, and more than 200 global brands who chose him to tell their story.

01 **Tailored menswear**

Suits, tuxedos and the gentleman's code — Hockerty, Pitti Uomo.

02 **Cinematic tech**

DJI, MediaMarkt, RingConn, OUKITEL and HBADA — shot like film.

03 **Fragrance**

House of Sillage, French Avenue, Nayaat and Boshara.

04 **Cars & luxury lifestyle**

Geely's European debut at the Paris Motor Show, travel and events.

836K	13M+	200K+	200+	73.4%	80+
INSTAGRAM FOLLOWERS	ACCOUNTS REACHED MONTHLY	VIEWS PER STORY	GLOBAL BRAND PARTNERS	DACH AUDIENCE	VERTICAL VIDEOS PRODUCED

MEDIA KIT

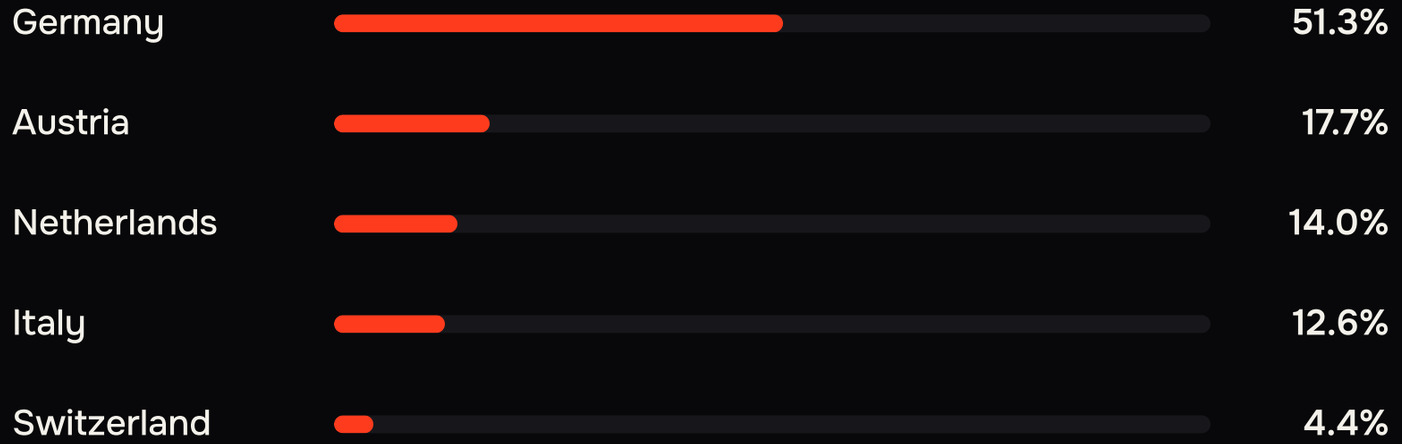
THE NUMBERS, UNFILTERED.

Audience by country

A premium European audience at the heart of the DACH market — where the world's leading brands sell.

73.4%
DACH REGION
GERMANY · AUSTRIA · SWITZERLAND

100%
TOP-5 MARKETS IN EUROPE



SOURCE: INSTAGRAM INSIGHTS · REEL AUDIENCE

13M+ MONTHLY REACH • 200K+ STORY VIEWS • 200+ GLOBAL BRANDS • D

SELECTED CAMPAIGNS

BRANDS, TOLD LIKE CINEMA.

04 OF 200+ / CAMPAIGNS



Geely

Mondial de l'Auto, Paris — Geely's European launch, told like a film.

PARIS MOTOR SHOW · 2026



DJI × MediaMarkt

The perfect Christmas gift, presented like a film trailer at MediaMarkt Köln.

CHRISTMAS CAMPAIGN · 2026



DJI

Egypt's mysteries as a cinematic code — shot on the DJI Osmo Mobile 8P.

OSMO MOBILE 8P · 2026



Boshara Perfumes

Leading man in the "Kesh Malek" fragrance campaign.

KESH MALEK · 2026

TRUSTED BY

TRUSTED BY 200+ GLOBAL BRANDS.

From DJI to Geely, MediaMarkt to House of Sillage — the world's leading names in tech, automotive, menswear and fragrance choose Dr. Etman to reach an audience that buys on taste.

DJI	DJI OSMO	GEELY	MEDIAMARKT	EXPERT
RINGCONN	OUKITEL	HBADA	HOCKERTY	PITTI UOMO
HOUSE OF SILLAGE	FRENCH AVENUE	NAYAAT	BOSHARA	185+ MORE GLOBAL BRANDS

WORK TOGETHER

FORMATS THAT SELL.

Content pillars

Menswear & tailoring 01

Hockerty · Pitti Uomo

Cinematic tech 02

DJI · MediaMarkt · RingConn · OUKITEL · HBADA

Fragrance 03

House of Sillage · French Avenue · Nayaat · Boshara

Cars & lifestyle 04

Geely · launches · luxury travel

Partnership formats

Instagram Reel — On request

Concept, shoot and cinematic edit

Story set — On request

Multi-frame stories with link · 200K+ views per story

Event & launch coverage — On request

Trade fairs, launches, in-store features

Ambassador package — On request

Long-term, multi-format partnership

LET'S WORK

YOUR BRAND, NEXT TO DJI AND GEELY.

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