
MARKET FACTS!

MARKET FACT #62

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2,500

dollars is the minimum average cost of a sponsored Youtube video with 1 million views.

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COMMENT: For those who are seeking paid attention, Youtube videos with over 1 million views saw an average minimum price tag of \$2,500, and Youtube videos with views between 500,000 to 1,000,000 a price of \$1,105. For perspective, the minimum average cost of an **Instagram post with 1 million followers is \$1,200** while on Tik Tok, **the minimum average cost of a TikTok post with 1 million followers is \$1,034** – SOURCE: [Forbes](#). Now you just have to think about the content you'll deliver through one advert in a smart way.

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