MEDIA KIT & RATE CARD

REACH FRENCH FOUNDERS ADOPTING AI

9.4M LINKEDIN IMPRESSIONS IN 12 MONTHS. 33.8M ON X.

I help tech and AI brands reach **French-speaking founders, execs and operators** who are putting AI to work in their business. I build and ship my own AI products, so your tool shows up in a real workflow, with the same tone and reach as my organic content.



ERIC DJAVID

AI creator & product engineer

- → Top 2% LinkedIn creators in France
- → 10+ AI products shipped, 42 Paris and HEC alumnus
- → Lead magnet format: the resource goes by DM to everyone who comments

44,000+ LinkedIn followers

9.4M LinkedIn impressions, 12 months

526,662 impressions on one lead magnet post

14,000+ newsletter subscribers, ~39% open rate

44,000+ LinkedIn

12,000+ Instagram

10,000+ X

1,600+ YouTube

BRANDS I'VE WORKED WITH

real workflows, real results

Notion · Pennylane · Fireflies · Postiz · Luma · Crisp · Well · Synthesia

Runway · HeyGen · Gojiberry · Virlo AI · LeadBay · ChatSEO · Babylovegrowth · Premium Inboxes

LINKEDIN

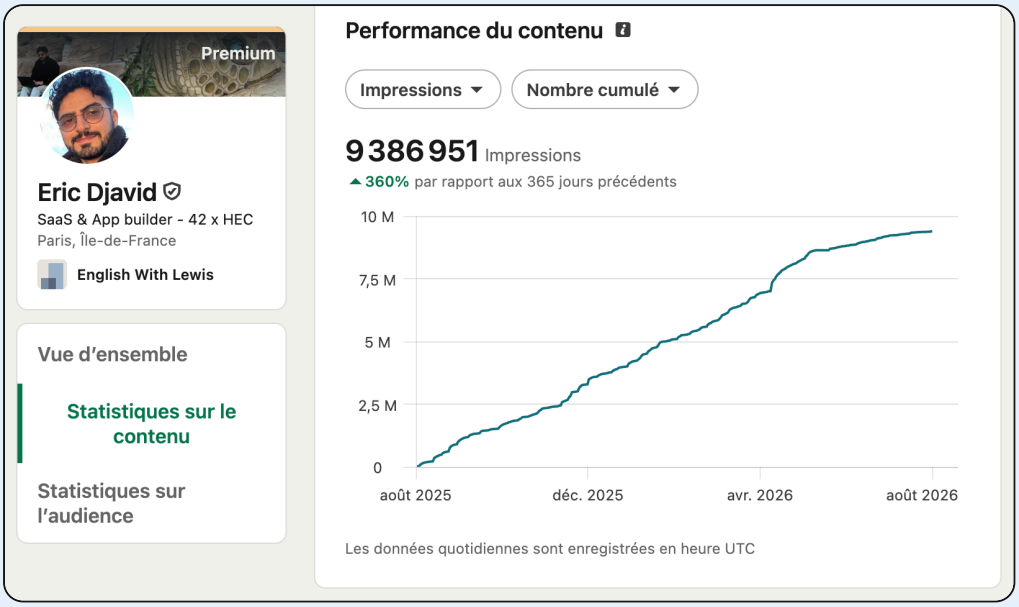
linkedin.com/in/eric-djavid-2154b991

44,000+
followers, top 2% creators in France

9.4M
impressions over 12 months

708k
impressions in a single week

26k+
comments on my posts in the last 90 days



LinkedIn analytics: 9,386,951 impressions in 12 months (+360% year over year)



One lead magnet post: 526,662 impressions, 4,202 comments



195,428 engagements, 121,171 comments, 15,593 saves



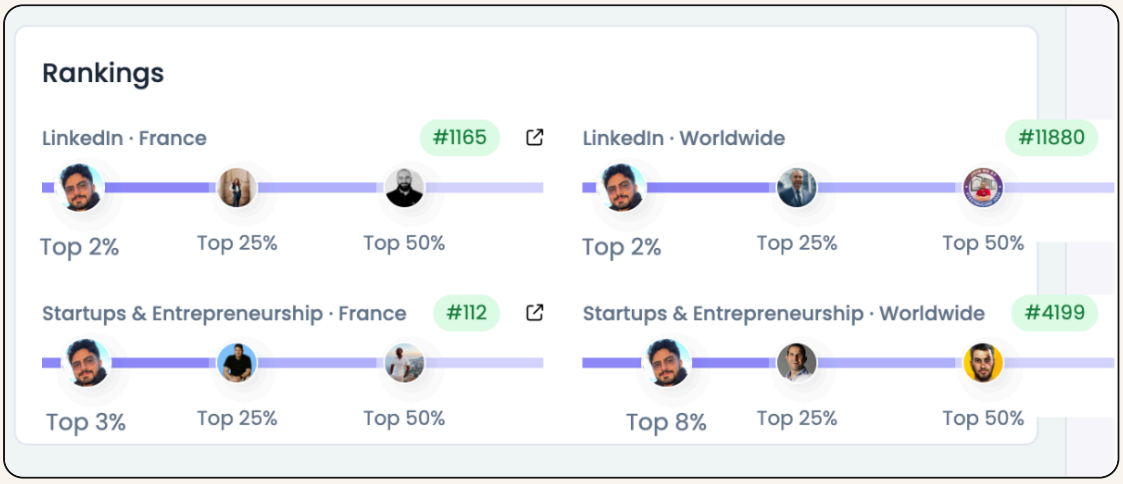
708,418 impressions in 7 days

WHO YOU REACH

THE AUDIENCE

Decision-makers, entrepreneurs and early adopters looking for concrete systems, not theory.

SEGMENT	DETAILS
Job titles	Founder (9%), Co-Founder (6%), CEO (3%), President (1%) · 32% senior, 11% owners, 9% CEOs, 8% directors
Locations	Paris (35%), Lyon (4%), Bordeaux, Lille, Marseille, Toulouse, Nantes (2% each)
Company size	46% in companies of 0 to 50 people · 8% in groups of 10,000+
Industries	IT services (12%), Tech & Internet (9%), Business consulting (9%), Software (7%), Marketing (5%)
Reach (12 months)	9.4M LinkedIn impressions · 33.8M X impressions · reels up to 300k views
Rankings	Top 2% LinkedIn creators in France · Top 3% Startups & Entrepreneurship France · Top 2% worldwide

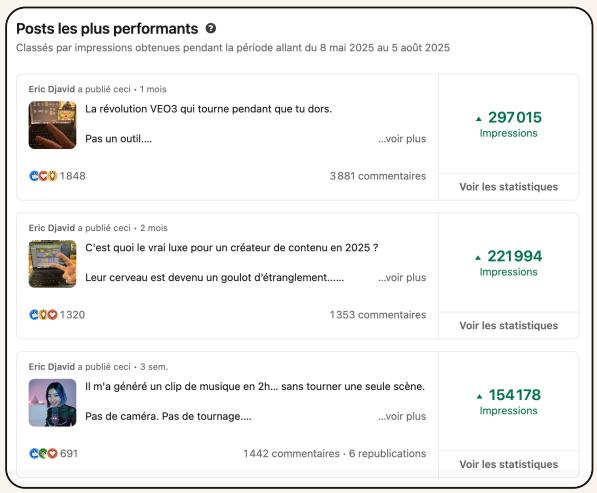


Creator rankings, LinkedIn France and worldwide

POSTS THAT KEEP PERFORMING



Top posts: 299k, 268k, 201k impressions



And it lasts: 297k, 222k, 154k (May to August)

INSTAGRAM · TIKTOK · SHORTS

@ericdjav.ai | TikTok @djavcode | YouTube @djavcode

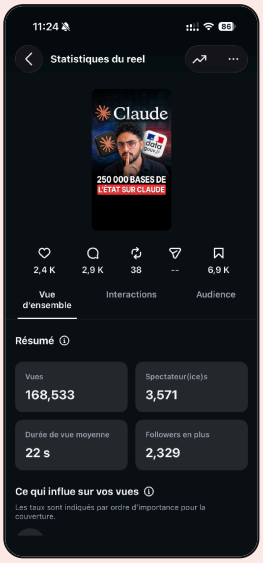
12,000+
Instagram followers

2,000+
TikTok followers

168,533
views on a single reel

1,600+
YouTube subscribers

0 to 5,000+ Instagram followers in 30 days



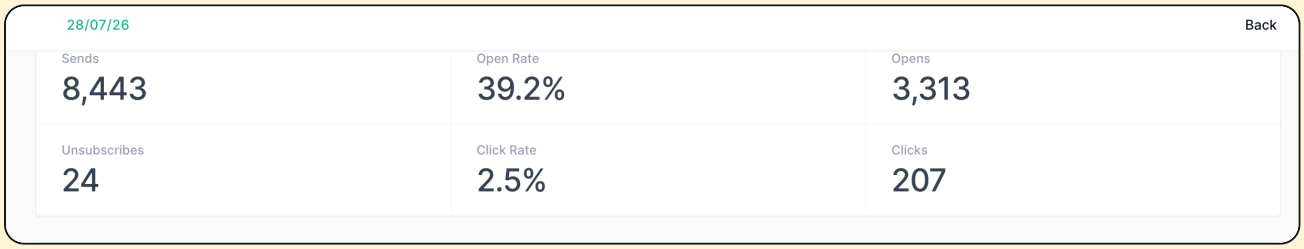
NEWSLETTER

weekly, in French

14,000+
subscribers, grown from my LinkedIn lead magnets

39%
open rate on recent campaigns

2.5%
click rate



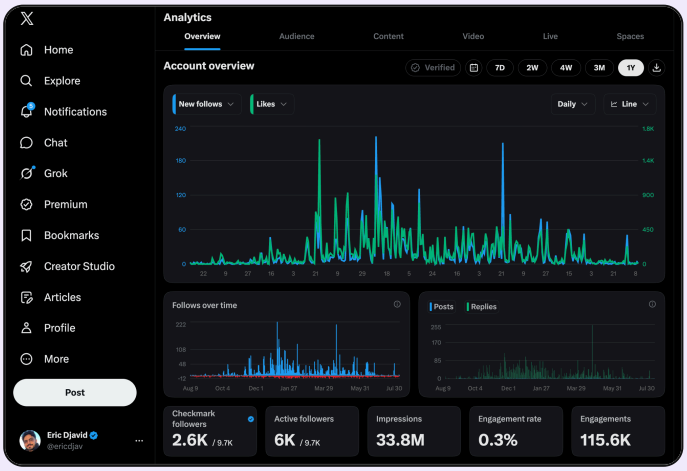
July 28 campaign: 8,443 sends, 39.2% open rate, 207 clicks

X

x.com/ericdjav

33.8M
impressions over 12 months, organic

10,000+
followers · 115.6K engagements



PROOF OF ROI

PARTNER RESULTS

What **one** sponsored lead magnet post did for an AI prospecting SaaS. Numbers shared publicly by the brand's co-founder, the day after the post.

Gojiberry
AI prospecting SaaS, Y Combinator P26

$650
cost of one sponsored LinkedIn post

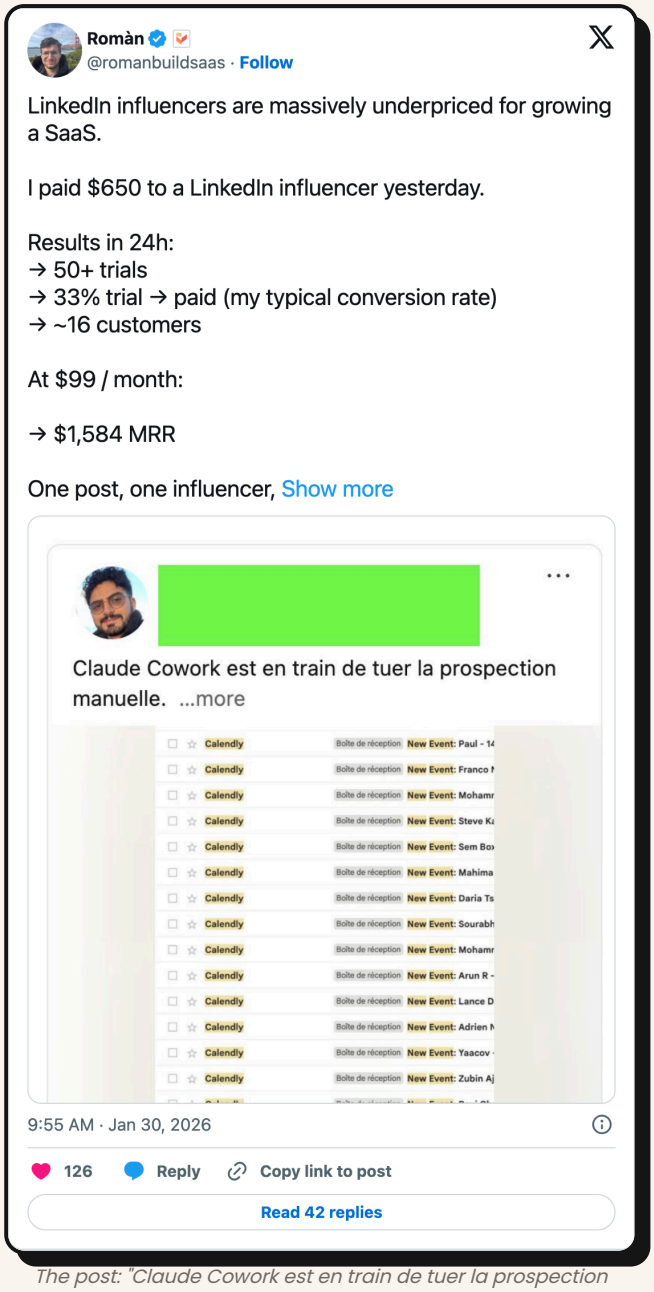
50+
free trials in the first 24 hours

~16
paying customers (33% trial to paid)

$1,584
new MRR from a single post

> **"LinkedIn influencers are massively underpriced for growing a SaaS."**
>
> Romàn Czerny, co-founder of Gojiberry, on X (Jan 30, 2026) · see the post

→ **Same format for your product:** a lead magnet built on a real workflow with your tool, the resource goes to every person who comments, and every comment is a warm lead you can follow up.



The post: "Claude Cowork est en train de tuer la prospection manuelle", 2,540 comments



SPONSORED INSTAGRAM REEL

Runway
AI video generation · reel from September 29

A 37-second reel, "Claude shoots your films": everyone who comments RUNWAY gets the link and code by DM. **see the reel**

300,000+ views

443 comments

2k saves

1k likes

RATE CARD

OFFERS & RATES

1 SPONSORED LEAD MAGNET POST · LINKEDIN

A post built around a concrete workflow with your product, plus a free resource featuring your brand, sent by DM to everyone who comments. Record: 526,662 impressions, 4,202 comments and 2,843 prospects captured on a single post.

FROM **€1,000**

2 SHORT-FORM VIDEO · IG + TIKTOK + YOUTUBE

1 to 1.5 minute tutorial or demo of your product in a real workflow, scripted, shot and edited, published on all 3 platforms (up to 300,000+ views per reel, Runway).

FROM **€800**

3 YOUTUBE LONG-FORM INTEGRATION

Your product used in the build, with a dedicated segment and a link in the description. 132 videos on the French channel.

FROM **€1,000**

4 NEWSLETTER FEATURE

Dedicated block with your logo and a tracked link, sent to 14,000+ subscribers. ~39% open rate on recent campaigns.

FROM **€400**

5 X POST OR THREAD

Best as an add-on to a LinkedIn or video campaign, in English for a global reach.

RATE **On request**

⚡ **Launching in France?** Formats combine well: LinkedIn post + short video + newsletter. Multi-format packs and recurring partnerships on request.

WHAT'S INCLUDED

1. **Branded integration**
   Your logo, product or palette woven naturally into the creative.
2. **Optimized copywriting**
   Hook, structure and posting time crafted for reach.
3. **Upfront approval**
   Drafts sent for validation before publishing.
4. **Comment amplification**
   The resource is sent to every commenter, via DM or comment.
5. **Performance report**
   Snapshot within 48h, full 30-day report with CSV.
6. **CTA tracking**
   UTM or Bitly links to measure response precisely (optional).

let's build something

LET'S WORK TOGETHER

Tell me what you're launching and who you want to reach. I'll come back with a concrete format idea, built around a real workflow with your product.

Book a call · cal.com/eric-djavid/15min

Book a call	cal.com/eric-djavid/15min
E-mail	hey@ericdjav.com
LinkedIn · 44,000+	linkedin.com/in/eric-djavid-2154b991
Instagram · 12,000+	instagram.com/ericdjav.ai
X · 10,000+	x.com/ericdjav
YouTube FR · 1,600+	youtube.com/@djavcode
TikTok · 2,000+	tiktok.com/@djavcode
YouTube EN	youtube.com/@ericdjav
Website	ericdjav.com