

DOUBLE TAP'D / MEDIA KIT 2026



Experiences that feel
as good as they look.

FOOD + HOSPITALITY

LOS ANGELES

@DOUBLETAP.D

double
tap'd

**MEDIA
KIT**

Creator-led.
Editorially considered.
Built for real-world action.

WHO WE ARE

/01

A point of view people can use.

Double Tap'd helps people decide where to eat, stay, reset, gather and travel next.

Founded by Avery Jones in Los Angeles and built to travel, Double Tap'd turns real visits into clear recommendations, polished short-form storytelling and partner-ready creative assets.

Audience value Saveable guidance for people planning their next experience.	Partner value Content that captures atmosphere and supports business goals.
Point of view Specific, warm and observant - never generic hype.	Editorial promise Context over noise. Utility over vanity.



AUDIENCE SNAPSHOT

For people who plan around taste, atmosphere and timing. /02

809.6K Video views (last 12 months)	7.3K Avg views per video (last 10 posts)	78.6K Saves across all posts (5.2% save rate)
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They are deciding what happens next.

Nearly all of our views come from people searching TikTok for where to eat, stay and go in LA. They find us at the moment they're making the call.

Ages 25–34 47.7% of viewers: the core planning audience.	Ages 18–24 36.1% of viewers: first to try what's new.
Women 60% of viewers.	U.S. based 99.1% of viewers are in the U.S.

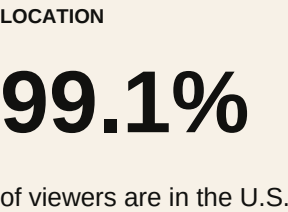
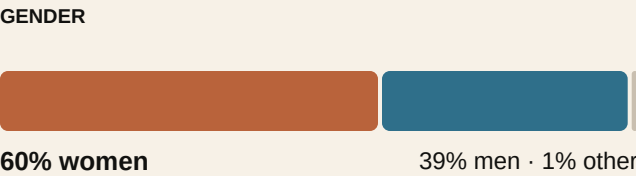
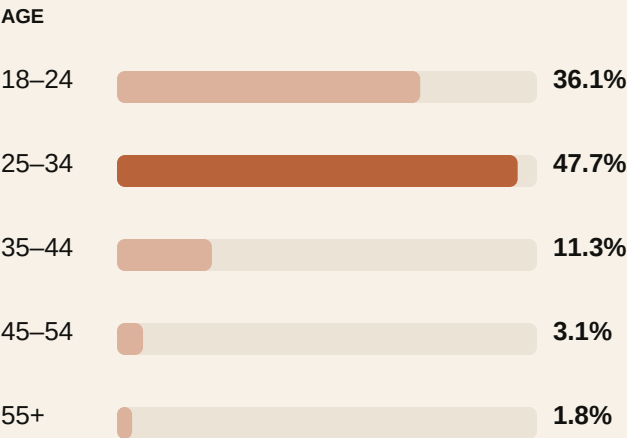
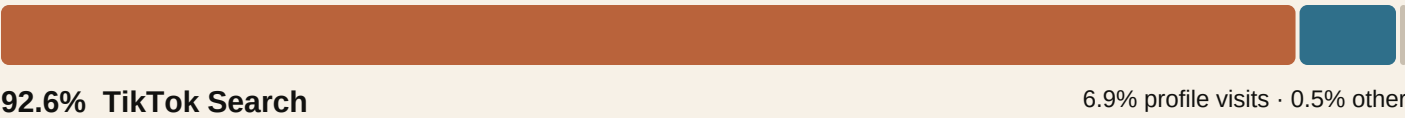
*TIKTOK STUDIO, AS OF SEP 2026. 674.1K UNIQUE VIEWERS · 6.2% ENGAGEMENT · 11 OF 39 POSTS HAVE PASSED 10K VIEWS.

WHO'S WATCHING

/03

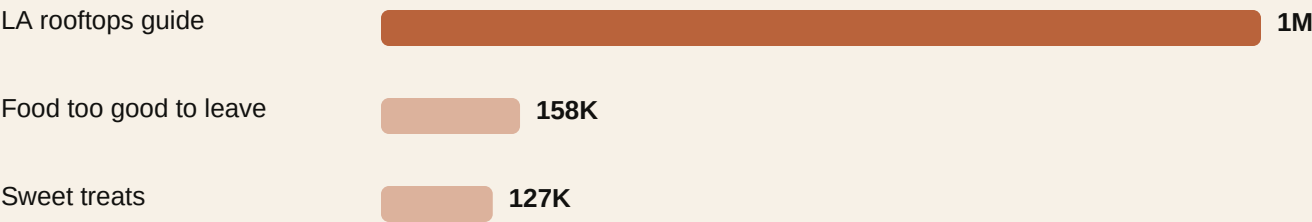
The audience, by the numbers.

WHERE VIEWS COME FROM



84% of viewers are 18–34.

TOP 3 VIDEOS · ALL-TIME VIEWS



*TIKTOK STUDIO ANALYTICS. TRAFFIC AND AUDIENCE: LAST 365 DAYS. VIDEO VIEWS: ALL-TIME, AS OF SEP 2026.

CONTENT ECOSYSTEM

/04

Hospitality stories with a reason to go.

Food + Cafes

Restaurants, coffee, bakeries, menus, chef stories and dishes worth planning around.

Hotels + Travel

Rooms, rooftops, design-led stays, neighborhood context and weekend itineraries.

Wellness + Rituals

Movement, recovery, beauty, spas and reset-day experiences with real utility.

Events + Culture

Launches, previews, hosted moments and the social energy that makes people show up.



Every story answers the same question: why is this experience worth someone's time?

COMMERCIAL MENU

Three clear ways to partner.

/05

01

TikTok First Look

One dedicated TikTok on a new menu, opening or signature dish, built for search and saves.

1 TIKTOK (30-60S)
3 EDITED STILLS
LIVE IN 7-10 DAYS

02

Experience Story + Web Feature

Two TikToks plus a dedicated doubletapd.com feature for a hotel, venue, launch or seasonal moment.

2 TIKTOKS (30-90S)
WEBSITE FEATURE
5 EDITED STILLS

03

Guide Placement

Your venue listed in a themed doubletapd.com guide and featured in the matching TikTok guide video.

WEBSITE GUIDE LISTING
1 TIKTOK GUIDE FEATURE
3 EDITED STILLS

Available add-ons

Extra TikToks, rush turnaround (under 72 hours), paid ad usage, extended usage rights, category exclusivity, Handl'd experience placement and monthly retainers.

Terms

Posted within 7-10 days of the visit. 1 round of revisions before posting. 30-day organic usage on your channels (60 days for Experience Story). Results recap at 7 and 30 days. Paid ads and exclusivity quoted separately. Rates on request.

HOW THE WORK PERFORMS

/06

Beautiful content is only useful when it has a job.



FEATURED / LA ROOFTOPS GUIDE

1M all-time views on one curated guide to LA’s best rooftops.

Our best work is saveable: guides and first looks people act on. Past partners include Eat This Cafe, Crumbles Pâtisserie and Pizzana.

1M

LA rooftops guide

158K

Food too good to leave

127K

Crumbles Pâtisserie

CASE STUDY / THE ASK	WHAT WE MADE	RESULTS	WHY IT WORKED
Eat This Cafe: drive January visits for a new Chia Bowl + free juice offer.	A 25-sec healthy-brunch TikTok with the offer up front.	24.8K views · 221 saves · 219 shares	A clear offer people could save and act on that month.

“this is the content I’ve been looking for” — TikTok viewer

PAST PARTNERS



07 / CONTACT

DOUBLE TAP'D

PARTNERSHIP INQUIRIES

START A CONVERSATION

Bring us the launch, the room or the experience worth knowing.

/07

For restaurants, cafes, hotels, wellness brands, events, PR agencies and hospitality partners.

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doubletapd.com

TikTok / [@doubletap.d](https://www.tiktok.com/@doubletap.d)

LinkedIn / [Double Tap'd](https://www.linkedin.com/company/doubletapd)