

ET

MEDIA KIT · 2026

ERIK TAVERAS

Content for people who build: automation, AI agents, homelabs and the hardware behind them. In Spanish, and tested on my own setup.

334.2K

followers across four platforms

Instagram	155.9K	TikTok	90.1K
Facebook	66.1K	YouTube	22.1K

eriktaveras.com/en/media-kit

Data as of November 21, 2026



About me

I'm Erik Taveras. I make content for people who build: automation with n8n, AI agents, homelabs and the hardware behind them. All in Spanish, and tested on my own setup before it reaches the camera.

No theory. I've spent years building software for companies and I founded TalosFlow, so what I teach is what I use. If your product solves a real problem, I install it, test it on camera and my audience decides.

Applied AI

Agents that work with a business's data. Claude, Codex, Hermes and local models.

Automation

n8n, Python and the WhatsApp API so repetitive work runs on its own.

Homelab

Mini PCs, NAS and local AI. Whatever I teach, I run at home first.

Instagram, last 30 days

@eriktaveras · Meta insights

430.1K	13.2%	+6.2%
accounts reached	engagement rate	new followers

1.9M views	**56.7K** accounts engaged	**143.8K** interactions	**17.3K** profile visits
1.8K link in bio clicks	**1.3K** average likes per post	**14.2K** shares	**33.0K** saves

Who watches

Developers, technicians and business owners in Latin America, Spain and the United States who want to automate, run their own server or bring AI into their work.

91.7%
men

66.7%
aged 25 to 44

ES
all content in Spanish

AGE

18-24	5.8%
25-34	32.0%
35-44	34.7%
45-54	19.1%
55-64	6.3%

COUNTRIES

Spain	12.2%
United States	10.5%
Argentina	10.5%
Colombia	10.2%
Dominican Rep.	9.9%
Mexico	8.9%

GENDER



91.7% men — **8.3%** women

CITIES

Santiago 5.0%	Bogotá 2.8%	Santo Domingo 2.7%
Lima 2.4%	Caracas 2.1%	Buenos Aires 2.1%

Instagram audience from Meta insights, last 30 days.

Collaborations

Instagram views as of November 21, 2026.
Watch the videos at eriktaveras.com/en/media-kit



HBADA X7 chair
1.8K likes · 670 comments



GMKtec EVO-X2
1.7K likes · 353 comments



Genspark Business agent
2.1K likes · 1.0K comments



Beelink SER9 Pro
1.7K likes · 50 comments



VEED AI UGC Ads
1.7K likes · 1.9K comments



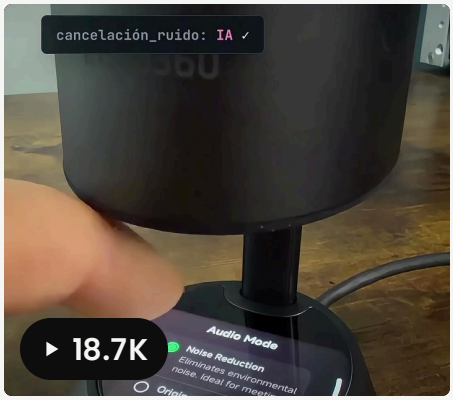
ABACUS.AI ChatLLM
1.1K likes · 705 comments



MiniMax MaxHermes
1.2K likes · 725 comments



Higgsfield AI Plugin
643 likes · 647 comments



Insta360 Wave
594 likes · 43 comments

Formats

01 Dedicated reel

A video about your product, made to look like my usual content.

02 Hardware review

I set it up in my homelab or a real project and show what it does well and what it doesn't.

03 Tutorial integration

Your tool as part of a workflow I teach step by step.

04 Workshop or livestream

A live session with your product as the star.

FOR A FAST REPLY, INCLUDE UP FRONT

The brief
What it is and the message

Deliverables
Reels, stories, video or live

The date
When it should go live

Budget
The available range

BRANDS I'VE WORKED WITH

GMKtec · Insta360 · Higgsfield AI · HBADA · Hostinger · VEED · Beelink
Genspark · MiniMax · HostGator · HighLevel · ABACUS.AI · Udemy · n8n

Let's work together

Paid collaborations, technical integrations and educational content. Rates and full case studies on request.

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