

Kraig Adams

Kraig Adams makes films about hiking, travel and living simply, and shows how it's all done.

For over ten years he's walked long trails alone across the world and filmed every step: hours-long hiking films people put on to relax, short trail stories, and honest gear and travel picks. Just as much of his work is behind the scenes: teaching creators how to plan a big hike, film and edit it, and turn it into a business, including the cameras, apps and AI tools he actually uses. 842,000 people subscribe on YouTube and 1.1 million follow across platforms.

842,000 on YouTube · 1.1M across platforms

What I make

Outdoor and gear
Packs, boots and layers carried on real trails, filmed in use.

Past work: Hyperlite Mountain Gear, Oboz Footwear, Columbia Sportswear, Helly Hansen

Travel
Airlines, regions and experiences, seen on the ground and on foot.

Past work: Turkish Airlines, GoTürkiye, Airalo, GetYourGuide

Minimalism and lifestyle
Calm, practical everyday life, from slow mornings to simple kit.

Past work: ECCO, Vuori, Bombas

Filmmaking
Cameras, gimbals, audio and music, shown the way he shoots.

Past work: DJI, Sony, Zhiyun, Artlist

AI, apps and tech
The apps and AI tools he actually uses to plan, film and edit.

Past work: Antigravity, Norton VPN, Babbel, Apple

Creator business
Teaching creators how he hikes, films and earns from it.

Brands I have worked with

A few of the names, and what came of three of them.

ECCO · SONY · Turkish Airlines · airalo · DJI · Babbel · norton · YouTube · HYPERLITE MOUNTAIN GEAR · Columbia · Oboz

September 2026
Norway Hut to Hut Hiking
A sponsored segment in a 79-minute film, and the first link in the description.

170K views in its first 30 days.

Watch the film

April and May 2026
Hyperlite Mountain Gear
Two films made in partnership, each with the pack I carried on that trip.

129,329 and 118,227 views on the two films.

Watch the film

December 2025 and January 2026
Oboz Footwear
A sponsored segment in two films.

197,639 and 266,609 views on the two films.

Watch the film

October and November 2025
Columbia Sportswear
Two Shorts for YouTube and TikTok. Columbia also ran both as YouTube ads.

2,592,284 and 1,962,901 views on the two Shorts.

Watch the Short

2025
Apple
Apple's Earth Day 2025 film: a 60-minute walk through Madeira and Utah, filmed alone on iPhone 16 Pro.

Posted on Apple's Instagram

Watch it on Apple's Instagram

2022
The North Face
Gear for my Manaslu Circuit trek, with a sponsored segment near the end.

693,146 views on the film.

Watch the film

Sponsored Instagram Reels: median 58,482 views across 20 posts.

Who watches

Mostly men, with 58% of viewers aged 25 to 44, and 61% of views are from the US. 72% men and 28% women. YouTube, last 12 months.

Age

13-17	2%
18-24	11%
25-34	34%
35-44	24%
45-54	13%

Top countries

United States	61%
India	4%
United Kingdom	4%
Germany	2%
Canada	2%

55-64	9%
65+	9%

Australia	2%

What I offer

Most booked

Vertical video bundle

One Short on YouTube Shorts, TikTok, Facebook Reels and Instagram Reels.

From $4,950

YouTube integration

60 to 90 seconds inside one of my long hiking films, with your link at the top of the description.

From $9,500

Dedicated YouTube film

A whole film built around your product or trip.

From $15,000

Add to any package

Instagram Story set · Link in bio · Instagram or Facebook carousel · Horizontal cut for Facebook or TikTok · Ad rights (run the video as a paid ad) · Usage on your own channels · Series and annual packages

How it works

1
Send your brief
Email what you want and your budget.

2
I send a script
You approve it before I film.

3
You see the draft
Notes before it goes live.

4
It goes live
On the platforms we agreed.

5
Payment
50% at signing, the rest net 15.

Questions

Exclusivity
Non-exclusive by default. Category exclusivity can be added.

Usage rights
Organic posting and resharing on your own channels with credit is included. Paid ad rights are an add-on.

Revisions
You see the script before filming and the cut before it goes live.

Turnaround
Usually a draft within one to two weeks of the brief or product arriving. Longer for a dedicated film tied to a trip.

How we talk
Everything by email. No calls needed.

Live numbers

Numbers as of November 19, 2026.

Platform	Followers	30 days	90 days	Median a post
YouTube	842,000	246,666	2,573,061	117,445*
YouTube Shorts	–	1,710,678	2,739,287	8,155
Instagram	165,656	5,516,670	7,286,708	42,200
Facebook	35,329	2,168,008	4,325,277	24,030
TikTok	–	22,738	1,284,436	1,730

* Fewer than 5 posts in the last 90 days. Views are for the period shown, per platform.

Send your brief

Tell me what you want to make and your budget. I reply by email.

Send your brief

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Audience numbers are YouTube's own, for the channel's long films and Shorts together. TikTok's numbers come from exports, so its recent views can lag. Views are tracked since late September 2026; older posts count from then. Case study views were recorded on October 5, 2026.