

DOCTOR AMG

DALLAS ROOTS · AFFALTERBACH SOUL · EST. 2010



MB MASTER CDT — PASSENGER CAR

MB MASTER CDT — COMMERCIAL VEHICLE

CENTRALIZED DIAGNOSTICS

Master Mercedes-Benz Dual Certified Technician.
Globally certified in Passenger Car & Commercial Vehicle.
One of fewer than a handful of technicians in the country
holding both certifications simultaneously.

THE NUMBERS.

400K+

TOTAL CROSS-PLATFORM REACH

205K

INSTAGRAM FOLLOWERS

193K

TIKTOK FOLLOWERS

27K

THREADS FOLLOWERS

INSTAGRAM @DOCTORAMG

1.63M

VIEWS 30 DAYS

818K

ACCOUNTS REACHED

108K

INTERACTIONS 30 DAYS

4.9K

SAVES 30 DAYS

4.4K

SHARES 30 DAYS

AUDIENCE BREAKDOWN

AGE 25-34

47.7%

AGE 35-44

27.5%

AGE 18-24

13.5%

MALE

98.1%

NON-FOLLOWER REACH

86.8%

TIKTOK @DOCTOR_AMG

349K

VIEWS 28 DAYS

18K

LIKES 28 DAYS

569

SHARES 28 DAYS

81%

FOR YOU PAGE TRAFFIC

+1154%

VIEW GROWTH VS PRIOR PERIOD

Global audience across US, Germany, UK, Canada, Australia, Iran, Chile and more.

Top cities: New York, Los Angeles, Melbourne, Istanbul, Tehran.

ABOUT

BUILT DIFFERENT.

There are fewer than a handful of technicians in the country holding dual Master CDT certification for both Mercedes-Benz Passenger Car and Commercial Vehicle. Chris Manning is one of them. He has been since 2010.

The @DoctorAMG brand grew from a simple premise: show the real work, at the real level, with no shortcuts. Dealership access. Factory diagnostic tools. Certifications nobody else in the content space can replicate.

The result is an audience that trusts the content because the credentials are real. Not performance expertise. Not enthusiasm. Technical authority.

CERTIFICATIONS & CREDENTIALS

- Mercedes-Benz Master Dual CDT — Passenger Car
- Mercedes-Benz Master CDT — Commercial Vehicle
- Centralized Diagnostic Technician
- AMG Expert Technician
- 15+ Years Mercedes-Benz Certified
- Senior Group Lead, MB of Plano

CONTENT PILLARS

DIAGNOSTICS	Complex fault walkthroughs using factory XENTRY tools
ENGINE WORK	M177, M178, M176 platform builds and teardowns
EV	High-voltage Mercedes EQ diagnostics and process documentation
TECH EDUCATION	OEM-level breakdowns for enthusiasts and young technicians

SELECTIVE. INTENTIONAL. AUTHENTIC.

Doctor AMG is not a billboard. Every partnership considered must pass one test first: would I use this, recommend this, or stake my name on this regardless of any deal?

The audience trusts this brand because the content has always been honest. That will not change.

PARTNERSHIP CRITERIA

- Must align authentically with automotive or enthusiast content
- Product or service must be something I would personally endorse
- Creative control remains with Doctor AMG
- Long-term relationships preferred over one-off placements
- No mass-market or off-niche product categories

PARTNERSHIP OPPORTUNITIES

SPONSORED CONTENT	Integrated into diagnostic or repair content — organic, not forced
PRODUCT REVIEW / DEMO	Hands-on evaluation using tools and products in real shop conditions
AFFILIATE / GIFTING	Long-term affiliate arrangements for tools, parts, diagnostic equipment
BRAND DEAL	Long-term brand alignment with exclusive content deliverables
YOUTUBE INTEGRATION	Long-form content with dedicated segment or full sponsored video

IDEAL PARTNER CATEGORIES

Diagnostic tools & equipment

Performance parts & OEM suppliers

Automotive technology

READY TO TALK?

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