MEDIA KIT 2027 · @ITSDAVIDKRATT

David Krattinger

Adventure photography from places that are hard to reach.

1.5M views in 30 days | 14.5k followers | Photographer and filmmaker from Switzerland



ABOUT ME

A photographer with an audience

I'm David, a photographer and filmmaker from Switzerland. I work where gear is really put to the test: on glaciers and in deserts, in winter above the Arctic Circle, in the rainforest and on long treks far from any road.

The result is photos and clips that **brands, destinations and tour operators can use right away**, also seen through @itsdavidkratt by people who travel the same way.

My work is produced through cokra-visions, my studio for outdoor and travel content.

INSTAGRAM IN NUMBERS

Reach far beyond my own community

1.5 Mio.
views in 30 days, my strongest month of 2026

5×
more views than the year before

10×
more interactions than the year before

1.2 Mio.
people reached in 2026, over 80 times my follower count

500k+
views on several viral reels, two of them over 1M

20 %
engagement rate: interactions per account reached, 2026

TOP COUNTRIES



AGE



AT A GLANCE

46% from Switzerland and Germany

69% aged 25 to 44

54 / 46 men and women

Instagram Insights @itsdavidkratt (Meta Business Suite), 1 January to 19 November 2026. Year-on-year comparison with the preceding period of equal length. 14.5k followers, 4.9k of them new in 2026. Audience: followers.

WHY WORK WITH ME

Content you can tell is real

01

Real conditions

I shoot where gear was built for: at -30 °C, on glaciers, above 5,000 m. Images like these convince because you can tell they are real.

02

One person, full production

Photo, video, reels and drone from one person. No production crew, no complex logistics, even in places a team can hardly reach.

03

New reach

90% of my views come from people who don't follow me yet. Your brand reaches new people, not just my community.

04

Ready to use

Edited, in the formats you need and with clear usage rights for your website, social media, newsletters and campaigns.

SERVICES

What I create for you

01 **Photo content**

- Products in action, landscape and lifestyle
- Image sets for website, shop, newsletters and campaigns
- Print and paid ads on request

02 **Video and reels**

- Vertical reels and short videos
- Clips for social media and advertising
- Trip recaps and drone footage where permitted

03 **Social media @itsdavidkratt**

- Reels, carousels and stories with tags
- Content that reaches far beyond my own community
- Woven in naturally, not a staged placement

04 **Outfitter and ambassador**

- Year-round partnership
- Your gear on my trips and tours
- Visible in my content, the way I actually use it

05 **Destinations and tour operators**

- Content trips and on-location imagery
- Fresh images of the places you sell
- For website, catalogue and social media

01

Short exchange

Goals, product and timing.

02

Concept and offer

Scope, usage rights and price, clearly defined.

03

Production

On one of my trips or as a dedicated shoot.

04

Delivery

Edited, ready to use and licensed.

2027

Where I'm heading in 2027

FEBRUARY

Kazakhstan and Kyrgyzstan

Winter in Central Asia: snowmobiling in the Altai, eagle hunters, 4x4 up to 3,600 m, frozen lakes at down to -30 °C.

MARCH

Nepal

Manaslu Circuit, around 18 days on foot over the Larkya La pass at 5,106 m.

SPRING TO AUTUMN

Swiss Alps

Alpine tours, huts, glaciers and multi-day hikes in the Swiss mountains.

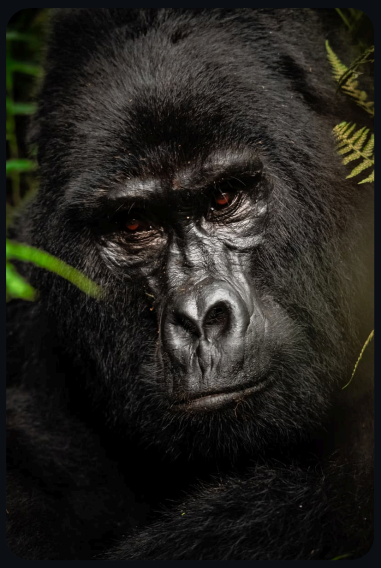
AUTUMN

Next expedition

In planning and open to projects with partners.

PORTFOLIO

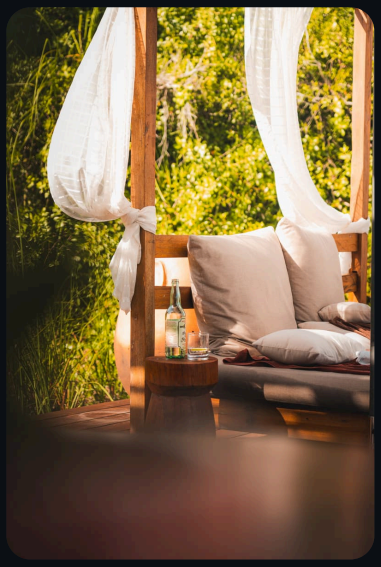
A selection of my work









PREVIOUS WORK (SELECTION)

SIGG · Luzern Tourismus · Odlo · Craghoppers · Outdoor Vitals · Santeco · Our Habitas · Casa Bakal · Weezies · Cobb Grill · MerinoTech ·

CONTACT

Interested in working together?

Just drop me a line, I'm looking forward to hearing from you.

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