

THE Scare Factor .COM

MEDIA COVERAGE FOR:

Halloween Haunted Attractions

Theme Parks / Scream Parks

Horror-Themed Performing Arts

2023 YEARLY STATS:



12K Subs
4.2M Views
63K Hours



61.9K Followers
10.1M Reach
191K Interactions



60-DAYS
63.7K Followers
2M Views
50.6K Likes



1.57M Views
622K Users



WHO IS "THE SCARE FACTOR?"

The Scare Factor is a global (US-Based) network of Halloween haunted attraction enthusiasts that celebrate and share their love and passion for haunted houses, dark attractions, and horror-related theater via POV-style videos as well as written reviews & ratings.

Serving as the official haunt directory for the Haunted Attraction Association, their authority stems from their in-depth rating system, which supports core values shared with haunt-go'ers abroad. These values are based on creativity and effectiveness, rather than budget or personal bias, and standardized across all levels of attractions.

FORMAT & DISTRIBUTION

Long-Form videos are typically POV-style walkthroughs with lots of personal, positive commentary and scare reactions.

Post-production editing removes "dead spots" to increase retention and leave viewers' minds to wonder how much is omitted, further incentivising them to visit in person! Videos are published on YouTube and shared from our website, with Shorts/Reels also posted to YouTube, Facebook, Instagram, & TikTok. Links to Long-form videos occasionally shared via email.

Written Reviews (where applicable) are published to the website, with links shared to Facebook and occasional newsletters.

CONTACT

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Website: <https://www.TheScareFactor.com>

All Social Media: @TheScareFactor

TARGET AUDIENCE

Halloween haunted attraction enthusiasts, Entertainment Media, Lifestyle, Travel

Top Age Range: 25-34
Top Countries: USA, Canada, United Kingdom, Australia

PAST COVERAGE



Among Many Others!