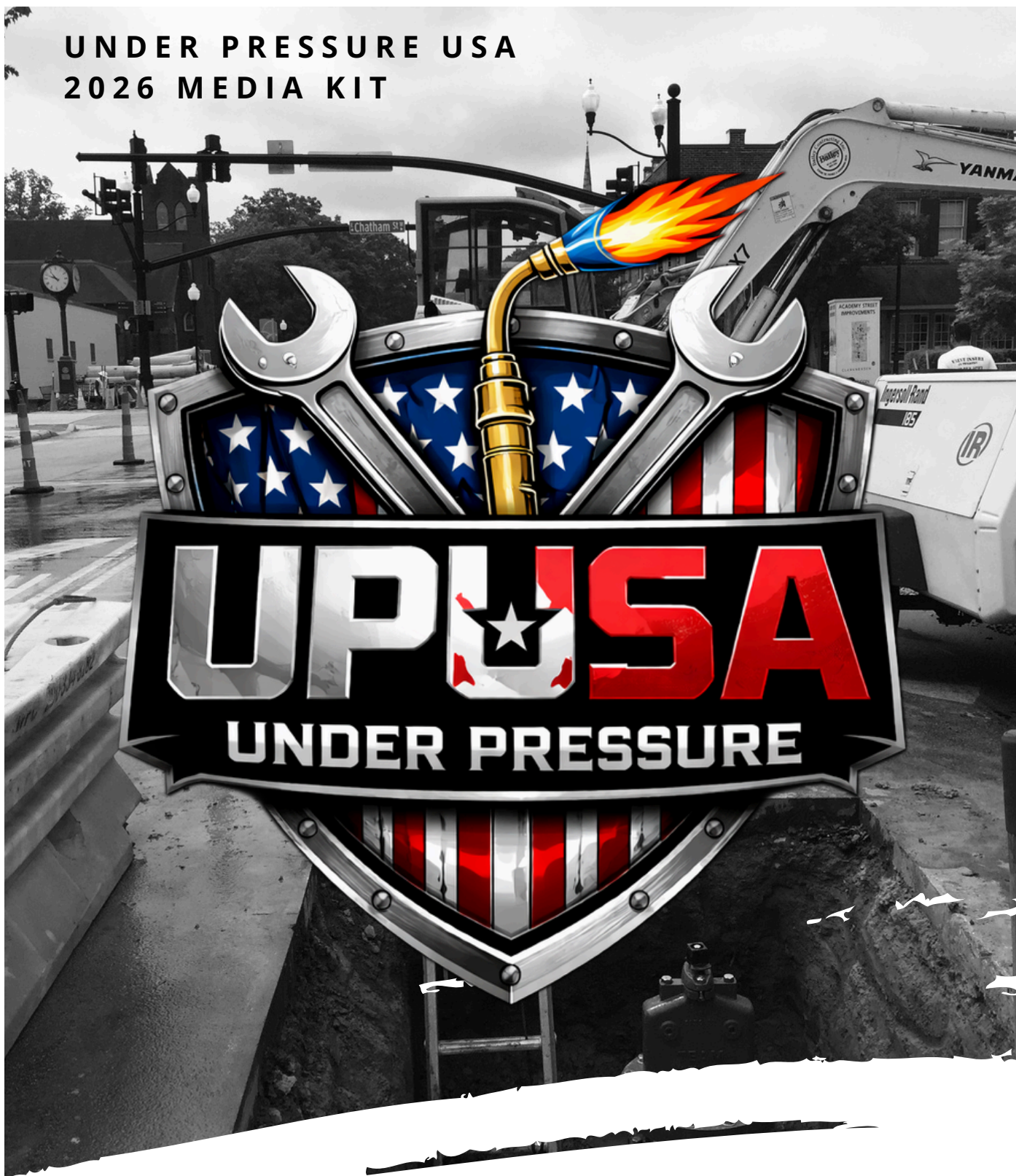


UNDER PRESSURE USA
2026 MEDIA KIT



***Educating the Hidden World
Beneath Our Streets***

JOHN HAMLING

FOUNDER • HOST • UNDERGROUND INFRASTRUCTURE SPECIALIST

UNDERPRESSUREUNDERGROUND.COM

ABOUT UNDER PRESSURE USA



John Hamling

Founder • Host • Underground Infrastructure Specialist
Helping the public understand the infrastructure beneath their feet.

27+ years specializing in underground water infrastructure.

For more than 27 years, I've worked in one of the most specialized areas of the water utility industry—helping municipalities and contractors maintain critical infrastructure without interrupting service.

Through **hot tapping**, **line stopping**, **valve insertion**, and other specialized techniques, I've spent my career working beneath the streets most people never think about.

Today, Under Pressure USA exists to bring that hidden world above ground—through documentary storytelling, field demonstrations, and real-world experience.

Through cinematic documentaries, field demonstrations, podcasts, and educational videos, our mission is simple:

Help people understand the infrastructure they rely on every day—but rarely see.

What We Create

UNDER PRESSURE UNDERGROUND

Documentary series exploring the history, evolution, and future of underground infrastructure.

FIELD CONTENT

Real jobs, specialized equipment, and techniques from active worksites.

UNDER PRESSURE AFTER HOURS

Conversations with the people who build, repair, and maintain our infrastructure.

EDUCATIONAL SHORTS

Short-form videos reaching hundreds of thousands of viewers across social platforms.

What We Stand For

- Accuracy
- Education
- Authenticity
- Professionalism
- Respect for the Trades

Every city has a story beneath its streets. We're here to tell it.

AUDIENCE & REACH

Updated July 2026

Under Pressure USA reaches hundreds of thousands of infrastructure professionals and enthusiasts each month through documentary-style educational content.

1.3 Million Views (28 Days)	470K Unique Viewers
26K Content Interactions	+4.6K New Followers
94% Suggested Feed	6 Viral Reels 100K+ Views

Primary Audience

Water utilities • Underground contractors • Municipal professionals • Civil engineers • Heavy equipment operators • Infrastructure enthusiasts

PARTNERSHIP OPPORTUNITIES

Partner with Under Pressure USA to reach utility professionals, contractors, municipalities, engineers, and infrastructure enthusiasts through trusted documentary-style educational content.



Under Pressure Underground Sponsorship

Become the exclusive presenting sponsor of Under Pressure Underground, our flagship documentary series exploring the history, evolution, and technology of underground infrastructure.



Product Testing & Demonstrations

Independent demonstrations and educational reviews of tools, equipment, PPE, vehicles, and industry technology.



Educational Product Features

Feature your products through educational storytelling, industry history, demonstrations, and real-world applications.



Podcast Sponsorship

Brand integrations, host-read sponsorships, and conversations with industry professionals.



Custom Brand Content

Custom educational videos built around your products, technology, or services while staying true to the Under Pressure USA brand.



Multi-Platform Distribution

- Facebook
- Instagram
- YouTube
- Threads



Long-Term Brand Partnerships

Build long-term audience trust through recurring educational storytelling and brand integration.



Trade Shows & Industry Events

Coverage, interviews, product highlights, and educational content from conferences, expos, and industry events.

Every partnership is built to educate first, earning audience trust while showcasing your brand naturally.

LET'S CONNECT

Interested in partnering with Under Pressure USA?

Whether you're launching a new product, educating utility professionals, or looking for authentic industry storytelling, we'd love to discuss how we can work together.

Ready to build something meaningful together? Let's start the conversation.

John Hamling

Founder, Under Pressure USA



Email

hottapusa@gmail.com



Facebook

[Under Pressure USA](#)



Instagram

[@under.pressure.us](#)



YouTube

[@UnderPressureUSA](#)



Threads

[@under.pressure.us](#)



Amazon Storefront

Coming Soon

**Documenting the history, technology, and people behind
underground infrastructure.**

Education First. Authentic Always.