

STUDIO 72

Media Kit – Collaborations and Product Reviews

SIMONE LUGLI

Videographer, Photographer, and Content Creator

Specializing in practical reviews
and honest about photo and video equipment

ABOUT ME

I'm Simone Lugli, founder of Studio72.

I have been working as a freelance photographer and videomaker for over 20 years. On my YouTube channel and on social media I create educational and how-to content about Adobe Premiere Pro, After Effects, Photoshop, and most importantly, honest reviews of photography and video gear. My approach is simple: I test the products in real conditions and make it clear what works and what doesn't.

I'm not looking for free products to keep. I prefer the loan & return model: the brand sends me the product, I try it, I publish the contents and I return it.

WHAT I OFFER

- In-depth YouTube reviews (hands-on testing + honest pros and cons)
- Shorts and Reels optimized for Instagram and TikTok
- Real-world testing (not just bench tests)
- Comparisons helpful for potential buyers
- Flexible collaboration model: loan & return

I do not accept requests to conceal flaws or produce exclusively positive reviews.

MY NUMBERS (updated September 2026)

3924 SUBSC. | 2275 FOLLOWERS | 2700 FOLLOWERS | 1271 FOLLOWERS

A primarily Italian audience consisting of enthusiasts of videomaking, photography, and equipment.
High level of interest in hands-on reviews and real-world comparisons.

HOW I WORK WITH BRANDS

1. Let's agree on the product and contents together
2. The brand sends me the product (on loan)
3. I test it honestly and publish the contents
4. I return the product

Shipping and return costs:

If the brand proposes the collaboration, shipping and return costs are covered by the brand.
If I request a specific product, I may cover the return costs myself.

I am also open to discussing specific products and timelines.

EXAMPLES OF CONTENT



Review Neewer CM28 CX
https://youtu.be/q2S3xKsj4Mg



Review MEIKE 25mm F1.8
https://youtu.be/SzwVf2zGgFA



Review 7Artisans 27mm f2.8
https://youtu.be/KvFpwQwiH4Y

CONTACTS

+39 329 7876820

collaborations@studio-72.net

www.studio-72.net

SOCIAL MEDIA PROFILES

@studio72_videomaker

youtube.com/@Studio-72

facebook.com/lsstudio72

@studio_72

BRANDS I COLLABORATE WITH

RCE FOTO

AUTOCUT