MEDIA KIT · 2026

J.T. Doscher

Pediatric physical therapist and dad of two, translating clinical expertise into evidence-based play & motor development content parents actually trust.

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ABOUT

The PT parents listen to.

I'm **Dr. J.T. Doscher, PT, DPT** — a pediatric physical therapist practicing since 2018, currently full-time in outpatient pediatrics at the Medical University of South Carolina (MUSC) in Charleston.

As a dad to **Theo & Margot**, I create content I wish more parents knew so they could be more confident throughout the process. I also create content for the new generation of millennial dads who are taking parenting more seriously than ever before.

My audience is **parents of babies and toddlers** making real buying decisions every day: first shoes, toys that build skills, and the gear that fills their homes. They trust me because I use what I recommend — in my clinic and in my living room.

8 yrs
practicing pediatric physical therapy

DPT
Doctorate in Physical Therapy, Franklin Pierce University

MUSC
full-time outpatient pediatric PT, Charleston SC

Dad × 2
every recommendation tested at home first

AUDIENCE

137K followers across platforms.

A concentrated audience of **millennial parents** — three-quarters women, over 80% aged 25–44 — actively shopping for their babies and toddlers. Instagram + TikTok + YouTube + Facebook combined. (Platform metrics below: Instagram, last 30 days.)

98,710
Instagram followers (@jt.doscher)

602,905
accounts reached in the last 30 days

1,581,447
content views in the last 30 days

48,992
accounts engaged in the last 30 days

30.6K
shares in the last 30 days

11.4K
saves in the last 30 days

Also publishing on TikTok, YouTube, and Facebook — with every Instagram post cross-posted for extended reach.

CONTENT

Dual focus.

🧠 Gross motor development — first

Milestones, red flags, and "is this normal?" — the clinical answers parents Google at 2am, from a PT they trust. Plus honest product guidance through a PT lens: minimalist shoes, developmental toys, and gear that actually supports growth — and my high-engagement "what NOT to buy" takes.

🏠 Dad content — second

Dad thoughts, feelings, style, and general life as a father of two under four — the unfiltered side that turns followers into community.

BRAND PARTNERSHIPS

Melin · Lalo · Ten Little · See Kai Run · Little Sleepies · Jack Archer · Hahaland · Jellyblox · Avenlur

WORK WITH ME

Partnership options.

📱 Sponsored Reel
Dedicated product feature in my signature talking-head or demo style, with your link in my bio / stories.

🖼️ Carousel Post
Multi-slide deep dive — ideal for "why this works" storytelling and gift guides.

💬 Story Series
Day-in-the-life integration, unboxings, and swipe-up traffic drivers.

🎬 UGC for Your Channels
Clinician-backed creative, filmed dad-to-parent, licensed for your ads and socials.

🔗 Affiliate & ShopMy
Always-on product recommendations earning commission per sale.

Rates on request — every partnership is scoped to your goals.

Let's talk.

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Audience metrics: Instagram account insights, trailing 30 days as of October 2026. Partnerships listed reflect 2025–2026 collaborations.