

Epic Universal Hits 20 Million Impressions as Fan-Led Media Powerhouse Expands

With a small team of theme park insiders, Epic Universal redefines independent coverage in the themed entertainment space.



Atlanta, Georgia Jul 21, 2025 ([Issuewire.com](https://www.issuewire.com)) - Just months after the grand opening of Universal Orlando Resort's highly anticipated **Epic Universe**, one independent media brand has solidified its place as the **go-to source** for theme park news: **Epic Universal**, an award-winning digital magazine now boasting **over 75,000 subscribers** and **20 million impressions in the first half of 2025 alone**.

What began as a satirical passion project in 2019 has grown into one of the most influential voices in the theme park media landscape. Created by Aaron Nelson, a Social Strategy & Management major at SCAD and Themed Entertainment Design student at Purdue, Epic Universal first gained attention for its weekly construction updates and witty commentary on what was, at the time, "just a dirt pile in Orlando."

"Honestly, it started as a joke," Nelson said. "I was posting satirical rumors and photoshopped concept art while Epic Universe was still in site prep. But then people kept asking for updates—and I couldn't stop posting. So I leaned in."

Since then, **Epic Universal** has grown into a tight-knit team of passionate theme park fans, researchers, and creatives who combine public records, permit filings, on-site reporting, and community-sourced content to deliver in-depth, insider-style coverage. After Epic Universe's grand opening, the brand exploded in popularity—thanks in part to a surge of user-generated photos, videos, and discussions across social platforms.

Though the magazine still focuses heavily on Epic Universe—including its lands like Celestial Park, Super Nintendo World, and the Wizarding World's Ministry of Magic—**its editorial scope now includes all Universal Parks worldwide**, offering coverage of breaking news, industry trends, behind-the-scenes analysis, and emerging rumors.

“It's still mostly just me running the show,” Nelson said. “But I’ve been lucky to work with some amazing collaborators—friends, classmates, even random Redditors turned research leads. Everyone contributes something unique.”

Highlights:

- **20+ million impressions** and **75K+ subscribers** in the first two quarters of 2025.
- **Founded in 2019**—originally a fan project, now a media brand known for accuracy, speed, and insight.
- **Fan-powered journalism**, built by students and superfans with deep knowledge of the themed entertainment industry.
- **Coverage beyond Epic Universe**, including all Universal Parks and Resorts, international projects, and IAAPA events.

Epic Universal has been featured by major fan communities, interviewed on podcasts, and invited to press previews and industry events. The team recently expanded its content offering to include themed apparel, digital guides, and real-time social coverage of ongoing park developments.

“We're not trying to be traditional news,” Nelson added. “We’re just curious, creative people with a real love for theme parks—and we know how to track a permit like nobody else.”

About Epic Universal

Epic Universal is an independent, award-winning digital magazine and social media brand dedicated to all things Universal Parks, with a special focus on Epic Universe in Orlando. Founded in 2019, the platform delivers fan-driven journalism, construction updates, creative deep dives, and exclusive behind-the-scenes reporting from the front lines of the theme park world.





Media Contact

Epic Universal

*****@epicuniversal.org

Source : Epic Universal

[See on IssueWire](#)