

RUNNING • FITNESS • RECOVERY • TRAVEL • LOCAL AUSTIN

Cindy | Running + Lifestyle

MEDIA KIT 2026

Cindy

RUNNING + LIFESTYLE

AUSTIN, TEXAS • CREATOR • RUNNER • STORYTELLER

Real life. Real miles.

The good stuff in between.

ABOUT ME

Hi, I'm Cindy, a born-and-raised Austinite sharing my running journey, everyday life, and the things I genuinely enjoy along the way. I'm training for my first half marathon and working toward my first full marathon in 2027. My content blends running, fitness, recovery, local Austin finds, travel, lifestyle, and curated product recommendations - always in a way that feels honest, useful, and like a recommendation from a friend.

CURRENT JOURNEY

13.1 → 26.2

First half: Dec 2026 • First full: Jun 2027

AUDIENCE + PERFORMANCE

Small community.

Growing reach.
Real engagement.



42.8K
VIEWS

9.6K
VIEWERS

42.2%
NON-FOLLOWER VIEWS

2.1K
INTERACTIONS

PROFILE ACTIVITY

434
PROFILE VISITS

31
EXTERNAL LINK TAPS

697
FOLLOWERS

WHO'S HERE

72.8%
WOMEN

85.6%
U.S. AUDIENCE

44%
AGES 35-44

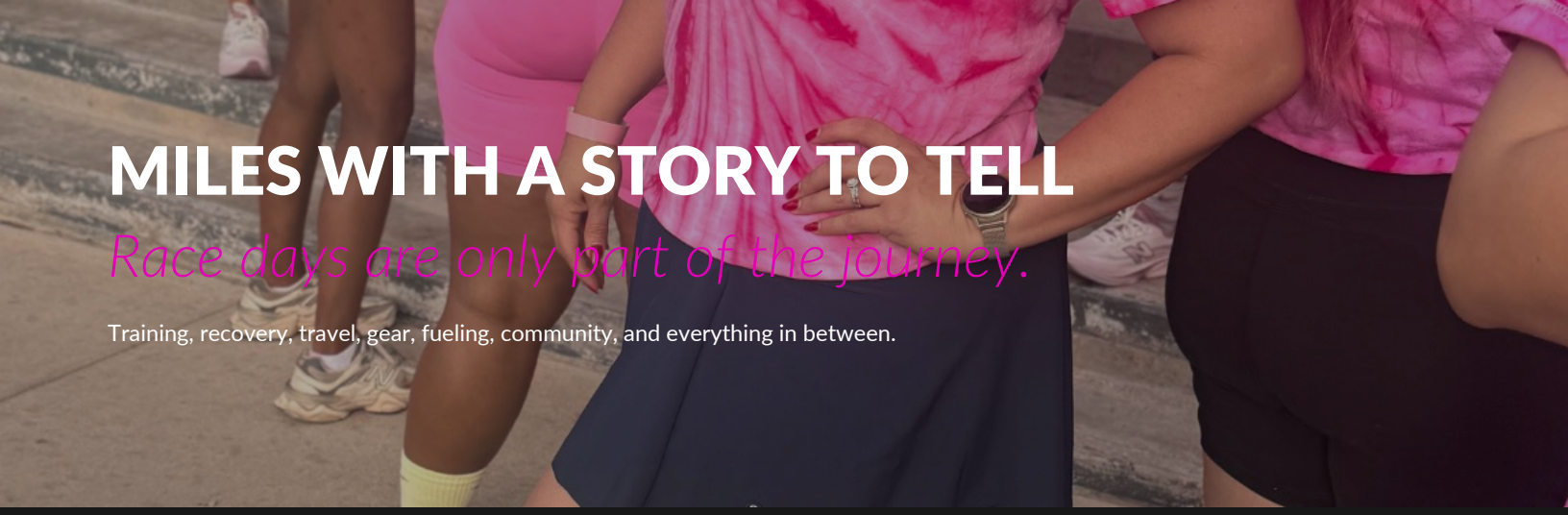
81.6%
AGES 25-54

WHAT MY COMMUNITY WATCHES



WHY IT MATTERS

My strongest content mixes everyday Story engagement with Reels that reach beyond my followers.



MILES WITH A STORY TO TELL

Race days are only part of the journey.

Training, recovery, travel, gear, fueling, community, and everything in between.

UPCOMING RACE + CONTENT CALENDAR

Follow along as I train, race, recover, travel, and share the real-life journey from my first half marathon to my first full marathon.

DEC 6, 2026
- **San Antonio Half Marathon**
  FIRST HALF MARATHON

JAN 17, 2027
- **Spurs Austin International Half**

FEB 14, 2027
- **Ascension Seton Austin Half Marathon**

MAR 20, 2027
- **Race to Cure Sarcoma Austin**

APR 11, 2027
- **Statesman Cap10K**

JUN 6, 2027
- **Rock n Roll San Diego Marathon**
  FIRST FULL MARATHON

SEP 10, 2027
- **Zilker Relays**

THANKSGIVING 2027
- **ThunderCloud Subs Turkey Trot**

OPEN TO PARTNERSHIPS AROUND

Race weekends / running gear / fueling / recovery / wellness / travel / local experiences / affiliate campaigns

WAYS TO WORK WITH ME

- Sponsored Reels + Stories
- UGC + product demos
- Race weekend + event coverage
- Recovery + wellness experiences
- Local Austin activations
- Travel + lifestyle integrations
- Affiliate + shoppable content
- Long-term brand partnerships

Amazon Associate - curated deal edits
Product roundups + affiliate campaigns

LET'S WORK TOGETHER

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