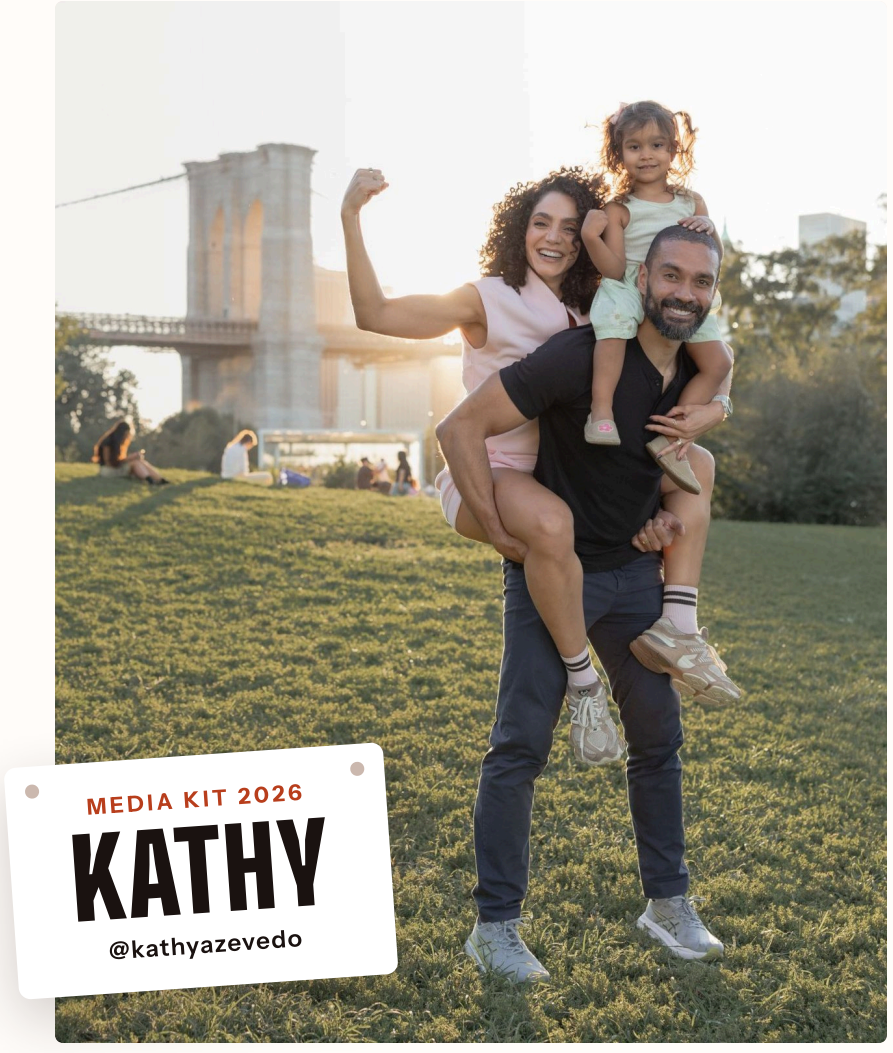
MEDIA KIT · OCTOBER 2026

KATHY AZEVEDO

MOM / WIFE / HYROX ATHLETE

There is no perfect balance.
There is intention.

@kathyazevedo 9.7K followers São Paulo, Brazil



WHO I AM

ONE WOMAN, MANY VERSIÓNS IN A SINGLE DAY

I'm Kathy. I'm 37, a mom to a little girl, and married to my partner in life and on the race course.

It was after becoming a mom that I found myself again through training. HYROX became a space that is just mine, and today I race in Brazil and abroad.

My life happens in many versions in a single day: the mom, the wife, the athlete and the professional who works outside the home. None of them gets left behind, and none of them takes over.

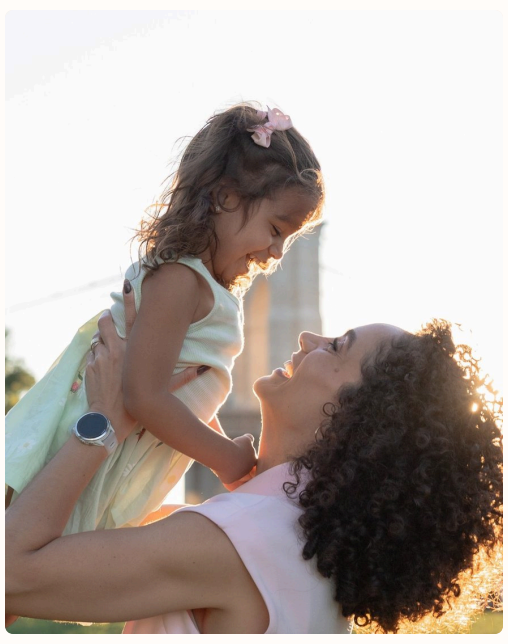
Here I show that routine as it really is, without pretending I can do it all. I talk to women who want to live every part of their lives fully, without putting themselves last.

ATHLETE PROFILE

HYROX

Personal best	**1:12:49** HYROX Buenos Aires, June 2026, racing with my husband
Team	Team ON, by Optimum Nutrition
Next races	**HYROX São Paulo** October 2026 · mixed doubles and mixed relay **Wellhub Run Hour** Nov 1, 2026 · 5K **HYROX Rio de Janeiro** November 2026 · mixed doubles and women's doubles Open
Trains at	Elite Core, Competition TG and Studios Beon

ATHLETE


MOM

WIFE

ALL OF ME

INSTAGRAM · LAST 90 DAYS

NUMBERS FROM JULY 15 TO OCTOBER 13

2.6M
accounts reached
different people who saw my content

740K
reel views
57 reels posted in the period

8.5K
views per reel, on average
not counting the Clight reel boosted as an ad

59K
interactions
likes, comments, shares, saves and reposts

36K
likes
on reels and posts

15K
shares
content sent to someone else

4.1K
saves
kept to watch again later

983
comments
real conversations on my posts

1 in 4
One in every four interactions is a share. My audience passes the videos along, and the brand in the video goes with them, recommended by someone they trust.

500
Views per story, on average. My stories show the behind-the-scenes of my day to the people who follow closely.

Source: Instagram Insights for @kathyazevedo, exported in October 2026.

WHO FOLLOWS ME

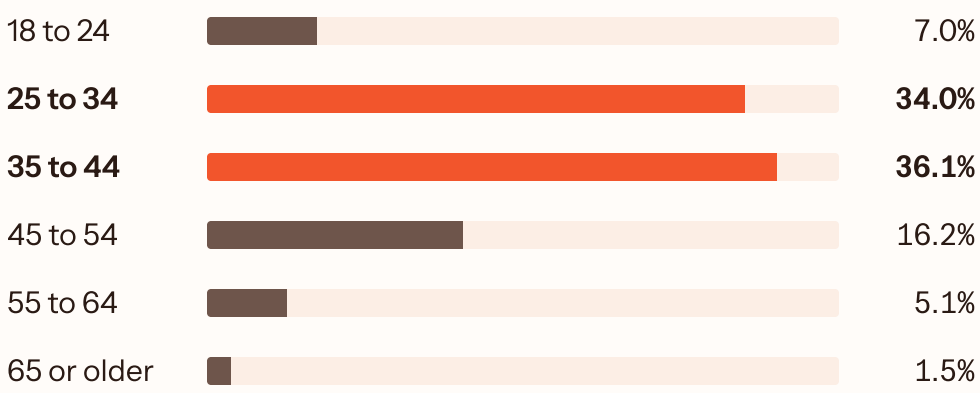
WOMEN AGED 25 TO 44, MOST OF THEM IN SÃO PAULO

GENDER

85.2% women

14.8% men

AGE



70% of my audience is 25 to 44: the stage of life when you build a career, raise kids and decide what comes into the home.

CITIES

São Paulo	**41.8%**
Rio de Janeiro	9.4%
Fortaleza	3.0%
Salvador	2.9%
Belo Horizonte	2.5%

COUNTRIES

Brazil	**94.1%**
United States	1.3%
Portugal	1.2%

Source: followers of @kathyazevedo on Instagram Insights, July 15 to October 13, 2026.

WHAT I TALK ABOUT

FOUR TOPICS, ONE WOMAN

MOTHERHOOD WITH INTENTION

"I would die for her. But I also want to live for her."

The mom who takes care of herself without guilt, and the example that sets for her daughter.

TRAINING AND HYROX

"One more workout in the bank."

Full workouts, race prep and the community that trains together.

REAL LIFE OF A WORKING MOM

"Mom brain: 37 tabs open."

Work, travel, home and training in the same day, with humor and no filter.

RECIPES AND WELLNESS

"Creamy post-workout shake, 34 g of protein."

Quick post-workout recipes, self-care and health. My two most-watched reels are recipes.

My content is in Brazilian Portuguese. The quotes on this page are translated from my posts.

Motherhood

HYROX as a couple

Real life

REELS THAT TRAVELED FURTHEST

WHEN THE MESSAGE LANDS, IT GOES FAR

My highest-reach reels, by the views shown on Instagram on October 14, 2026.

1	2.48M	**Creamy lemon post-workout shake** CLIGHT PARTNERSHIP · BOOSTED Recipe · September 2026	SEE REEL
2	1.96M	**Strawberry post-workout shake with 39 g of protein** Recipe · December 2025	SEE REEL
3	1.02M	**"Tag the woman who makes you better just by being around"** Friendship between women · April 2026	SEE REEL
4	979K	**"The most inspiring woman is often the one nobody sees"** Motherhood · April 2026	SEE REEL
5	630K	**"You don't have to choose between being a present mom and an ambitious woman"** Motherhood and career · May 2026	SEE REEL
6	284K	**The "corporate girl" before and after work hours** Work and training · April 2026	SEE REEL

PARTNERSHIPS

BRANDS THAT HAVE WALKED WITH ME

CLIGHT • OPTIMUM NUTRITION[6] • ZIYOU[7] • BAUERFEIND • SEDE • BEBAHYDY • FIBER • HARDYN FITNESS[3] • DOCTORS FIRST[3] • INSTITUTO LONGLIFE[3] • DRA. PAULA MENDES • ELO NAILS[3] • BEAUTYFLOW • DAKI

Tap a brand name to see the content. The number next to it shows how many pieces we created together.

CLIGHT

2.48M

Clight boosted my recipe reel as an ad, and it became my most-watched piece of content to date.

ZIYOU

7 posts

An ongoing partnership since May 2026, including a 30-day challenge riding 37 km a day on the brand's bike, one kilometer for each year of my life.

OPTIMUM NUTRITION

Team ON

Team athlete. The brand comes with me to my races: Buenos Aires, where I set my personal best, and São Paulo.

INVITED TO EVENTS BY

XP Investimentos (Mulheres que Inspiram) · **Spaten** (Fight Night) · **Pura Vida** and **Armazém Cerealista** · **Track&Field** · **Live!** · **Velocity**

A GOOD FIT FOR MY CONTENT

- Sports and performance
- Nutrition and supplements
- Health and wellness
- Beauty and self-care
- Fashion
- Family and experiences
- Home and decor

WHAT'S COMING NEXT

I'm starting a new chapter: decorating the bedrooms at home. I'll show the process the way I show everything here, in real life.

WHAT I DON'T PROMOTE

Betting or gambling, of any kind.

PORTFOLIO

EVERYTHING I'VE CREATED WITH EACH BRAND

Each piece opens on Instagram. Views as shown on my profile on October 14, 2026.

ZIYOU

7 PIECES

Oct 3, 2026	**Taking care of myself is no longer up for negotiation** Reel · 5K views	SEE
Sep 18, 2026	**A day with me, with the bike at home at the end of the day** Reel · 4.4K views	SEE
Jul 3, 2026	**30-day challenge, day 2** Reel · 1.4K views	SEE
Jul 1, 2026	**30-day challenge, day 1: 37 km a day** Reel · 855 views	SEE
Jun 11, 2026	**Results come from consistency** Reel · 4.6K views	SEE
May 27, 2026	**Consistency after becoming a mom** Carousel · 48 likes	SEE
May 7, 2026	**The bike at home as a routine ally** Reel · 2.1K views	SEE

OPTIMUM NUTRITION

6 PIECES

Oct 11, 2026	**Mixed relay simulation for HYROX São Paulo** Reel · 2.5K views	SEE
Jul 3, 2026	**Team ON unboxing** Reel · 1.3K views	SEE
Jun 23, 2026	**Best moments from HYROX Buenos Aires** Reel · 1.7K views	SEE
Jun 14, 2026	**HYROX Buenos Aires teaser** Reel · 1.6K views	SEE
Jun 14, 2026	**Personal best of 1:12:49** Carousel · 205 likes	SEE
Jun 6, 2026	**Last long run before Buenos Aires** Reel · 4.4K views	SEE

ELO NAILS

3 PIECES

Sep 27, 2026	**The nails that made it to the feed** Reel · 6.4K views	SEE
Sep 18, 2026	**A day with me, with a break for my nails** Reel · 4.4K views	SEE
Jun 3, 2026	**My self-care moment** Reel · 1.5K views	SEE

HARDYN FITNESS

3 PIECES

Oct 9, 2026	**Workout look: taking care of myself is no longer up for negotiation** Reel · 834 views	SEE
Aug 25, 2026	**Didn't feel like training, showed up anyway** Reel · 4K views	SEE
Aug 23, 2026	**Full workout look** Reel · 1.4K views	SEE

INSTITUTO LONGLIFE

3 PIECES

Oct 1, 2026	**The questions I bring to my check-ups, with Dr. Gustavo Sá** Reel · 4K views	SEE
Jun 5, 2026	**Skin follow-up with Dr. Gustavo Sá** Reel · 3.4K views	SEE
Mar 14, 2026	**Before and after: process, not a miracle** Reel · 14K views	SEE

DOCTORS FIRST

3 PIECES

Apr 16, 2026	**CoQ10+ to support this new version of me** Reel · 7.6K views	SEE
Jun 1, 2026	**What calms my gut in my routine** Reel · 3.3K views	SEE
May 25, 2026	**Omega-3 Ultra EPA and gut health** Reel · 2.9K views	SEE

CLIGHT

1 PIECE

Sep 25, 2026	**Creamy lemon post-workout shake, boosted by the brand** Reel · 2.48M views	SEE

BEBAHYDY

1 PIECE

Aug 19, 2026	**A 40-minute workout and replenishing electrolytes** Reel · 2K views	SEE

BAUERFEIND

1 PIECE

Oct 9, 2026	**The knee brace in my HYROX prep** Reel · 1.6K views	SEE

BEAUTYFLOW

1 PIECE

Sep 19, 2026	**Training with frizz-free hair** Reel · 1.5K views	SEE

SEDE

1 PIECE

May 26, 2026	**An invitation to my thirst for consistency** Reel · 1.5K views	SEE

FIBER

1 PIECE

May 8, 2026	**My strength training shoes** Reel · 1.2K views	SEE

DRA. PAULA MENDES

1 PIECE

Oct 6, 2026	**A 3-step skincare routine for busy days** Reel · 1.2K views	SEE

DAKI

1 PIECE

Apr 2, 2026	**Delivery in minutes with the Daki app** Reel · 5.3K views	SEE

A QUESTION FOR YOUR BRAND

WHERE DOES YOUR BRAND FIT INTO MY DAY?

My day holds many versions of me. In each of them, there is room for a brand that makes life lighter, stronger or more whole.

IN SPORTS

From strength training to road races, from the post-workout recipe to the HYROX finish line. Sport runs through my whole day. My post-workout recipes are my most-watched videos, and running is going to take up more and more space on my profile.

A good fit:

- Training and running apparel
- Shoes
- Training equipment
- Watches and earbuds
- Sweat-proof beauty
- Sunscreen
- Hair care
- Hydration and electrolytes
- Sports nutrition and supplements
- Healthy food
- Recovery and physio
- Sport sunglasses
- Race travel

WITH MY FAMILY

My daughter, my husband and the life we're building together. Outings, trips, kid-friendly restaurants, weekend events and our home, which is entering a new chapter as we decorate the bedrooms.

A good fit:

- Restaurants and food experiences
- Family outings and events
- Travel and hotels
- Parties and birthdays
- Decor
- Custom furniture and carpentry
- Home and organization
- Kids' products
- Kids' activities and education
- Family photography
- Cars and mobility

MY OWN TIME

Time I no longer negotiate. Nails, skin, hair, check-ups and rest, plus fashion, style and the small rituals that let me show up whole for every other part of my day.

A good fit:

- Skincare and dermatology
- Hair
- Nails
- Makeup
- Fragrance
- Fashion
- Jewelry and accessories
- Personal color and style
- Health and check-ups
- Women's health
- Sleep and rest
- Spa and massage
- Emotional wellness

AND WHY I MAKE SENSE FOR YOUR BRAND

I TALK TO THE WOMEN WHO DECIDE.

85% of my audience are women, and 70% are 25 to 44.

MY CONTENT TRAVELS BY RECOMMENDATION.

1 in every 4 interactions is someone sending the video to someone else.

YOUR BRAND SHOWS UP IN REAL LIFE.

Between training, family and my own time, the way life actually happens.

> *Think of the woman you want to reach. Her day looks a lot like mine. Tell me which part of it your brand makes a difference in, and I'll show you how that becomes content she saves and sends to a friend.* 🤍

FORMATS

HOW WE CAN WORK TOGETHER

I love partnerships that walk with me over time, inside the life I already live. Scripting, filming and editing are mine, always in my own voice, and I build packages tailored to each brand.

AMBASSADOR
3-month contract, with reels and stories every month

STORY SEQUENCE
3 stories with a link

CAROUSEL
up to 10 slides on the feed

EVENT APPEARANCE
with story coverage

FEED REEL
1 video posted as a collab with the brand

BUNDLE
1 reel and 3 stories

VIDEO FOR YOUR BRAND (UGC)
for the brand's own channels, not posted on my profile

AD USAGE AND EXCLUSIVITY
the content running as your ads, and category exclusivity

Want to know my rates? Reach out by email or WhatsApp, and I'll send you the full rate card.

LET'S CONNECT

EMAIL

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