



**ERIC HINMAN**



**Eric Hinman** is an influencer marketer, CrossFit athlete, Ironman triathlete, angel investor, and fitness, tech, and hospitality entrepreneur. Eric is the co-founder of Urban Life Athletics, a fitness facility in Syracuse, NY, as well as Original Grain, a healthy fast-casual restaurant chain. He is also a partner at Fellow Gent, an aspirational media company for wellness-minded men, and The Endurance Squad, an endurance sports coaching company for competitive athletes. Championing innovative disruptors in the fitness, tech, and hospitality industries, Eric's portfolio of investments includes brands such as Ten Thousand, WellWell, Fitner Technologies, Verlaine, and Swerve.

# INFLUENCER MARKETING

Eric has a genuine passion for helping brands that he believes in, leveraging his unique, authentic style of influence—a combination of social-media influencer marketing and in-person brand evangelism.

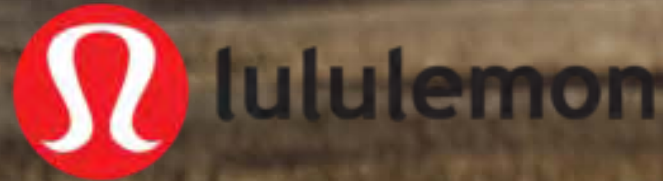


**PARTNERSHIPS**

**VITAL PROTEINS®**



**FAWEN**




**paco rabanne**



**RPM**



A man with curly brown hair and a beard, wearing glasses and a black weighted vest, is performing a plank exercise on a gym floor. He is leaning forward with his arms extended, resting on a black mat. His skin is glistening with sweat. In the background, other people are visible in a gym setting, some performing exercises.

**Nobody works harder.** Unlike many “social media influencers” today, Eric is not looking for a quick dollar. He seeks meaningful relationships with high-quality brands that resonate with him and genuinely enhance his performance, health, or lifestyle. As a successful investor and entrepreneur, Eric has a nuanced appreciation for the value of developing authentic, ongoing relationships. As a result, he is highly selective and increasingly sought after.

# CONTENT + SERVICES

- Instagram posts
- Instagram stories
- IG story take-overs
- Giveaways
- Photo shoots
- Event appearances
- Long-term deals



# AUDIENCE + ENGAGEMENT

@erichinman

Verified Authentic Following  
Updated June 11, 2018

Instagram Stats

<b>32,463</b> Followers	<b>95.52%</b> Active Following	<b>+42.34%</b> Compared to Avg Active
<b>877</b> Avg Likes & Comments Per Post	<b>2.70%</b> Engagement Percentage	<b>+0.47%</b> Compared to Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	24,077	95.52%	+42.34%
Lurkers	1,082	4.29%	-17.78%
Bots	44	0.17%	-24.56%

Audience Age	Percentage
Age 30 to 34	30.46%
Age 25 to 29	22.91%
Age 35 to 44	20.70%
Age 21 to 24	16.16%
Age 18 to 20	5.81%
Age 45 to 54	2.43%
Age 17 and under	0.79%
Age 55 to 64	0.48%
Age 65 and over	0.26%

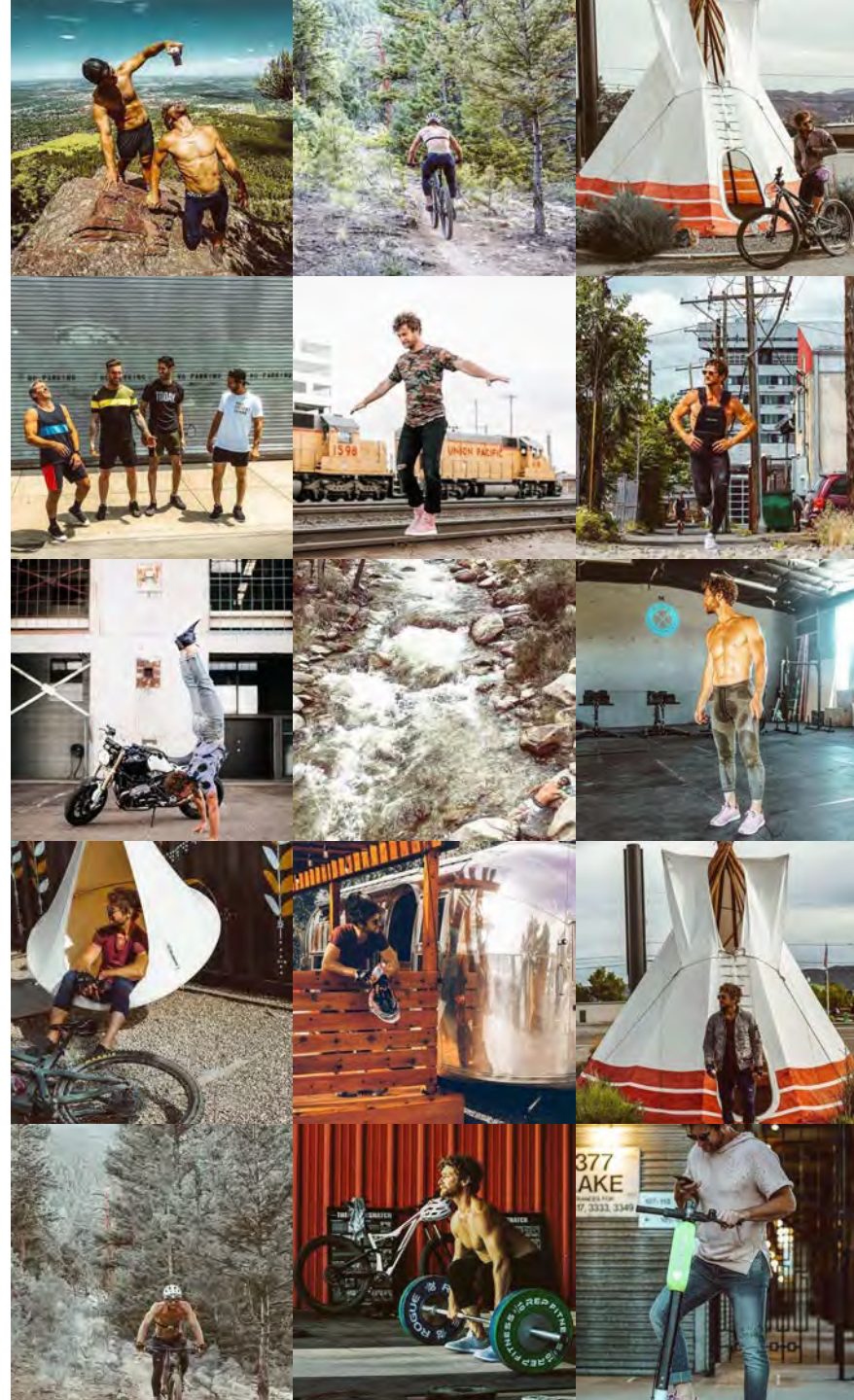
Audience Income	Percentage
\$30,000 - \$39,999	18.28%
\$20,000 - \$29,999	18.08%
Under \$10,000	15.65%
\$40,000 - \$49,999	15.45%
\$50,000 - \$74,999	15.11%
\$10,000 - \$19,999	14.86%
\$75,000 - \$99,999	2.33%
Over \$100,000	0.25%

Audience Gender	Percentage
Male	58.44%
Female	41.56%

Audience Location	Percentage
United States	53.03%
Brazil	7.16%
United Kingdom	5.77%
Canada	3.46%
Australia	3.11%

Audience Brand Affinities	Percentage
Nike	29.47%
Instagram	19.97%
National Geographic	15.30%
Starbucks	13.95%
Adidas	13.56%

Audience Family Status	Percentage
Married	83.93%
Single	16.07%
Parents	14.98%





**INSTAGRAM POSTS**

- Single post: \$600
- 3-Pack: \$1,500

**INSTAGRAM STORIES**

- Story with link: \$200
- 5-Pack: \$900

**INSTAGRAM MISC.**

- Take-over: \$1,000
- Giveaway: \$800

**NEGOTIABLE**

- Shoot / appearance
- Long-term deal





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