

MEDIA KIT

2024



 @martinusevans

 @martinus.evans

 Martinus Evans

 @martinusevans

 martinusevans.com

ABOUT

Martinus Evans is an **author, motivational speaker, and seasoned 8-time marathoner** who inspires change in people who want to turn personal adversity into a catalyst for professional success and be unstoppable in their pursuit towards greatness. Born and raised next to a crack house in a challenging neighborhood of Detroit, MI, Martinus experienced countless hardships including the tragic loss of his two brothers and witnessing violence and drug deals on the daily.

Despite these odds, Martinus went on to get multiple degrees and had an extensive background in exercise science, digital marketing and men's fashion before a pivotal moment in 2012 when Martinus's doctor bluntly told him that he had hip pain because he was fat, and that he needed to **"lose weight or die"**.



This catapulted Martinus into his **running journey** where he launched his blog, 300 Pounds and Running, ran 8 marathons, founded a global community of 40k+ runners called the Slow AF Run Club, partnered with big brands such as Nike and Adidas, and published his book which sold over 20,000 copies in the first 6 months... all in spite of his doctor's initial skepticism.

Today, Martinus is a recognized thought leader who has been featured in countless publications and media outlets such as The New York Times, LADBible, the New York Post, Huffington Post, Insider, The Wall Street Journal and Runner's World Magazine, and continues to inspire millions in overcoming adversity through his book and motivational talks.



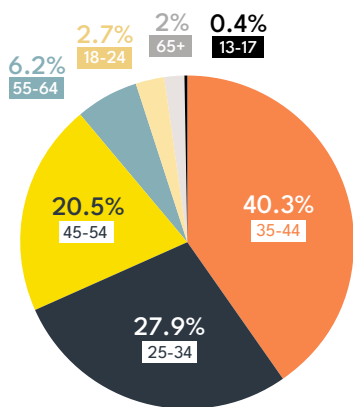
AUDIENCE & NICHE

Martinus Evans is a **passionate advocate for achieving the impossible**, turning what others deem impossible into the inevitable. As an **8-time marathoner, successful entrepreneur, and motivational speaker**, Martinus combines his experiences in running, fitness, and personal growth with a dynamic, fun-loving personality. He leads teams and communities with authenticity, inclusivity, and resilience, delivering powerful keynotes that inspire others to get out of their own way and pursue their

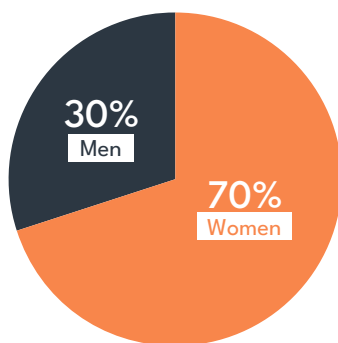


dreams. His message is perfect for **brands or organizations that value wellness and empowerment**, providing that extra push to "go get it" and embrace the body and potential they have right now.

Age Ranges



Gender



Interests

- Health & Wellness
- Mindset
- Motivation
- Active Lifestyle
- Running

Top Locations

Cities — New York, Chicago, Los Angeles, London, Portland

Countries — USA, Canada, UK, Australia, Brazil



PERFORMANCE STATS

Total Followers: 114.5k

Engagement rate: 15%



100k



13k



1.62k



754

Other Stats



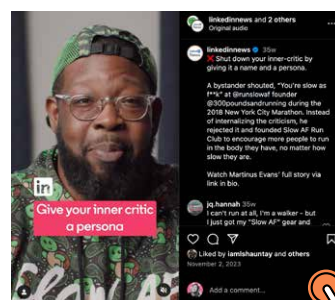
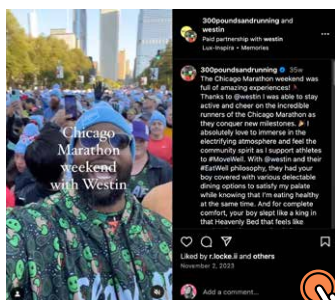
1 million+ podcast downloads



40k email list subscribers with 45% open rate and 15% CTR

MOST POPULAR POSTS

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CASE STUDIES

Adidas **Faster Than_ Campaign**

Adidas initially enlisted me for a brief appearance in their “Faster Than_” campaign. However, after a series of screen tests, they expanded my role to that of the main hero. This campaign achieved global reach, airing internationally. It was translated into various languages, amassing over 100 million views worldwide.

New Balance **Run Your Way Campaign**

New Balance invited me to join their “Run Your Way” campaign, one of their most successful campaigns to date. It has garnered over 22 million views on YouTube to date. The campaign was prominently featured in stores, as well as on television and social media platforms worldwide.

Adidas **Running Needs Nothing But You Campaign**

Adidas invited me back to star in the “Running Needs Nothing But You” campaign. I was once again featured in a hero commercial that was broadcast globally, including during the Boston Marathon. This campaign also captivated audiences worldwide, accumulating millions of views.

PAST BRAND DEALS





PARTNERSHIP OPPORTUNITIES

- ▶ Sponsored Posts
- ▶ Product Reviews
- ▶ Contests & Giveaways
- ▶ Speaking Engagements
- ▶ Brand Ambassadorships
- ▶ Product Development & User Testing
- ▶ Unboxing Videos
- ▶ Fitness Reviews & Race Recaps
- ▶ Modelling Photo Shoots
- ▶ Podcasts

CONTACT

For additional services and offers,
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