



CRANK & SPRINTS MEDIA

Cycling reviews tested on race power data, for riders who check the numbers before they buy.

Rodrigo Mattiuz. M2 and Cat 2 racer based in London, 4.5 W/kg, 67 countries raced and travelled. 40K+ followers across six platforms. Targeting the UCI Gran Fondo European and World Championships (age group) in 2027.



7.7K+

YouTube subscribers

19K+

Instagram followers

1.28M

YouTube views,
October 2025 to
September 2026

3.5M

Instagram views, last 12
months

15,000+

hours watched on
YouTube, October
2025 to September
2026

25+

brand partners

Who is watching on YouTube

Age	74% aged 25 to 54
Gender	95.3% male
Top markets	Germany, United States, United Kingdom, France, Italy
Top performers	Four videos past 100,000 views, best 231,126

Who is following on Instagram

Age	66% aged 25 to 44
Gender	68% male, 32% female
Top markets	Italy, United Kingdom, United States
Most liked Reel	36,602 likes
Pogi Challenge Reels	10,138 likes across four Reels

Results

Gear review

Canyon Aeroad 2026

246,323

views across four Aeroad videos. 2,940 hours watched on the two long reviews.

Paid partnership

LAMEDA

5x

return on the initial investment. 183 hours watched, 9,615 views.

Paid partnership

Hexis

4x

return on investment, with conversions from YouTube and Instagram every month since June 2026.

Packages

Packages from **£149**

Basic Instagram Stories package

Instagram photo package

Instagram carousel package

Instagram Reel

YouTube integration

Dedicated YouTube review

Multi video package

Yearly sponsorship

Standard turnaround: live within 14 days of receiving the product.
Season and multi video partnerships are scoped individually.

Express turnaround: live within 7 days, for an additional fee.
One partner per product category per campaign. Category exclusivity for a set period is available on request.

Full rate card on request: collabs@crankandsprints.com

Current brand partners

ROUVY

hexis

COOSPO

LAMEDA

GEOID

L'ARGALYDE
Espirits Pyrénées

[YouTube @crankandsprints](https://www.youtube.com/@crankandsprints)

[Instagram @rodryuki](https://www.instagram.com/rodryuki)

[Strava](https://www.strava.com/athletes/rodryuki)

[Book a 30 minute call](#)

Source: YouTube Analytics and Instagram Insights, 17 October 2026. YouTube figures cover October 2025 to September 2026. Instagram views cover the 12 months to 17 October 2026. Follower totals are current at that date.