





Katie Austin is a global fitness personality, entrepreneur, recipe developer, content creator, and Sports Illustrated Swimsuit model. She inspires people to have fun with wellness and gives them the tools to do so in a practical way.

As a D1 college athlete and daughter of Denise Austin, fitness has always been a key aspect in Katie's life. Katie's mission is to inspire people to focus on self confidence, movement for mental health, and unlearning the bad habits and incorporate realistic changes.

From effective daily workouts, to healthy and delicious recipes, and an overall positive mindset, Katie's approach makes a healthy lifestyle enjoyable and something to look forward to.

THE KA UNIVERSE



ON-DEMAND WORKOUTS

Access to 250+ workouts
on the website & app

EVENTS & APPEARANCES

Event appearances leading
fun & effective workouts

SI SWIM

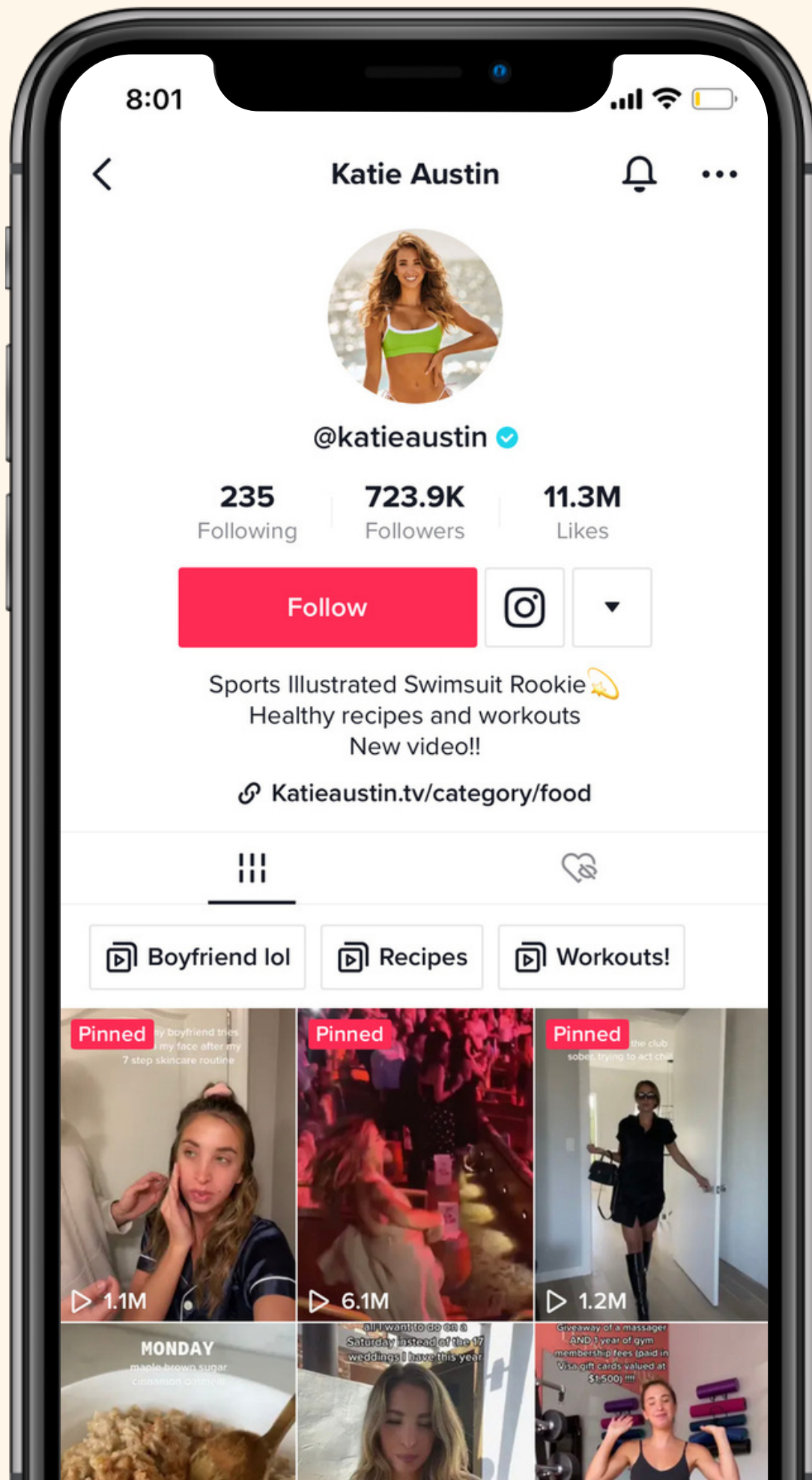
Katie was just graced
rookie of the year.

IMPACTFUL PARTNERSHIPS

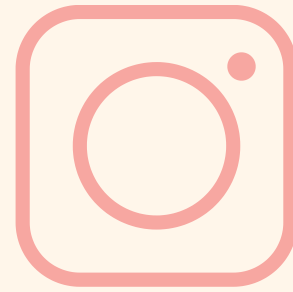
Strategic partnerships with
like-minded brands

NUTRITION

Healthy recipes & lifestyle
tips directly from Katie



REACH



INSTAGRAM

379k followers
65% women, 34.8% men
LA, NYC, Chicago



TIKTOK

724k followers
11.5 Million Likes



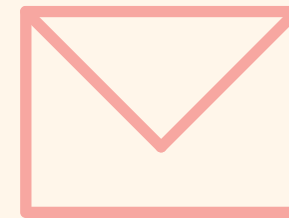
SNAPCHAT

515K subscribers
20M monthly views
82% women



YOUTUBE

123k subscribers
80% women



EMAIL

50k subscribers
45% open rate



WEBSITE

70% women
Ages 18 - 44
40k monthly visits
90% mobile first



APP

3k monthly downloads
42% conversion rate



THE WORKOUTS

PROGRAM OVERVIEW

Katie's fitness program includes 250+ on-demand workout classes and regularly scheduled live workouts that are relatable and designed to fit in even the busiest of schedules. New to the Katie Austin app are Katie's favorite series: pilates, strength, HIIT, and more. Not only do members love the variety of workout types, but they can choose from quick 10 minute classes to full 45 minute ones. Members enjoy an updated weekly workout calendar, quarterly challenges, customized goal setting and progress calendars, and access to recipes through both the website & app.

MEMBERSHIP PRICING

\$9.99 per month

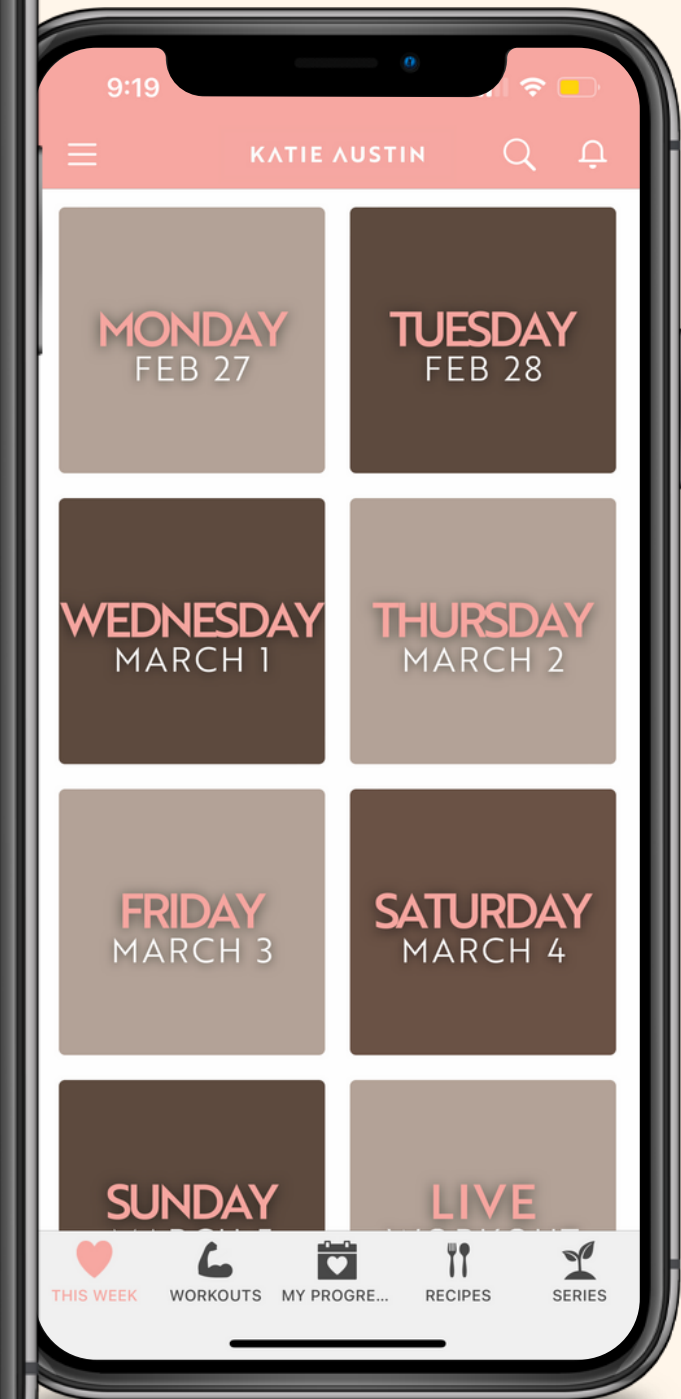
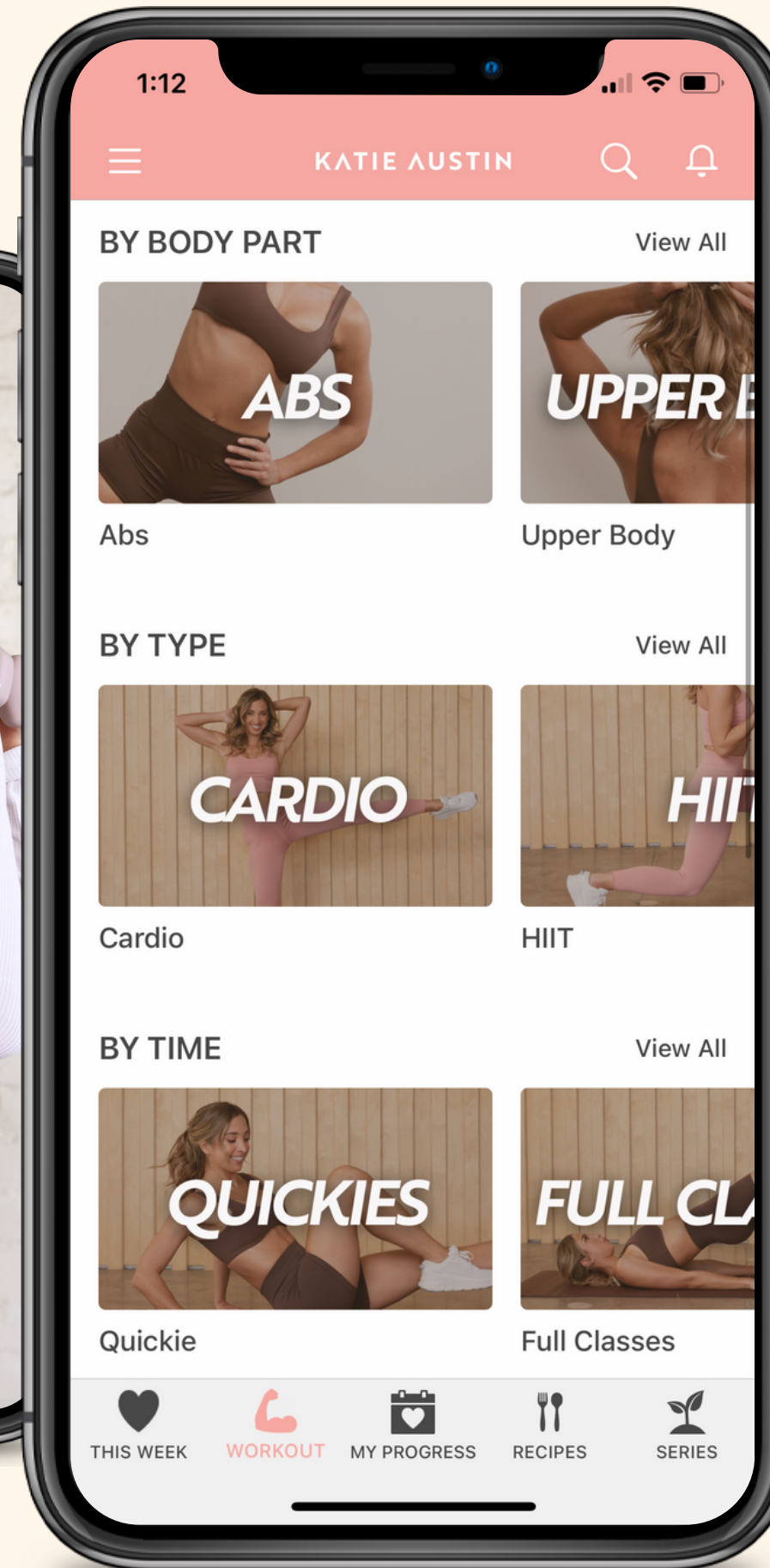
\$27.99 per 3x months

\$99.99 per year

LONGETIVTY



NEW rebrand
launching March
2023 to celebrate 5
years of the Katie
Austin App



EVENTS & APPEARANCES

As one of Seventeen Magazine's top ten fitness Instagrams to follow and Sports Illustrated's Rookie of the Year, Katie has been featured as a fitness and nutrition expert on numerous television shows, at events, and in notable publications.



COMBINED POWER

KATIE AUSTIN

SOCIAL

1.8M+ followers across
IG, FB, TikTok & Snap

WEBSITE

35k members

YOUTUBE

123k subscribers
7.9m+ views

EMAIL

50k subscribers



DENISE AUSTIN

SOCIAL

900K followers across
IG, FB, & TikTok

WEBSITE

1M+ annual visitors

YOUTUBE

113k subscribers
70m+ views

EMAIL

200K subscribers



Fit In The Kitchen - NATIONWIDE PUBLICATION

Located at 40K retail locations

#VerizonPartner

Mother Daughter 30 Minute Full Body Cardio + Toning Workout | ALL STANDING!

315,167 views • Dec 11, 2020

👍 4.6K

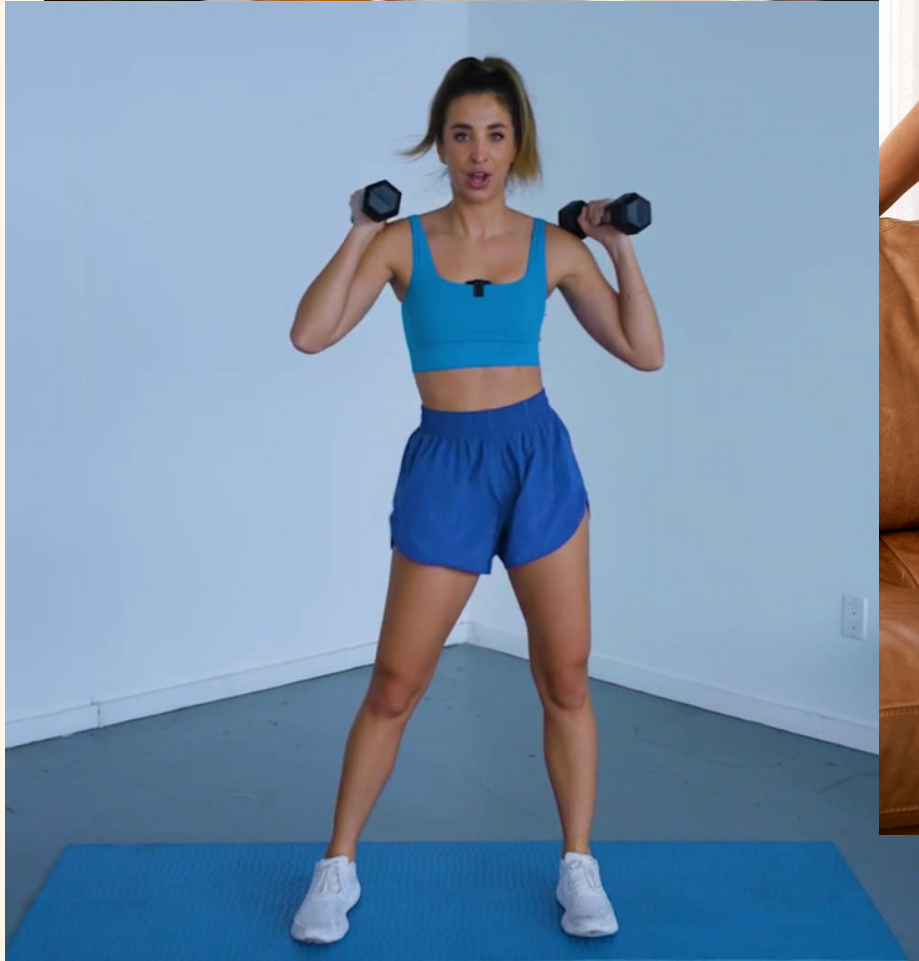
👎 DISLIKE

➦ SHARE

✂ CLIP

⌵ SAVE

⋮



PARTNERSHIPS

Katie's platform and engaged audience allows her to build impactful brand partnerships. Katie partners with brands to create exclusive product collaborations, bespoke custom content, cross-platform social media integrations and live events.

Katie has worked on numerous impactful partnerships with brands including Walmart, Revolve, Body Armor, Chipotle, Aerie, Koia, Celcius and more:



ATHLETA

Neutrogena

verizon[✓]

KOHL'S

oculus

VITAL PROTEINS[®]

AND MORE!

THANK YOU!