



MEDIA KIT • OCTOBER 2026

Toraishya

Anime fitness entertainer • cosplay artist • certified personal trainer

I'm Toraishya: I run races in anime cosplay, lift, and make fitness fun for anime fans. My community follows a long-term story (113 races in cosplay), shows up at conventions, and trains together in my Strava club. Based in Poland, active mostly around Europe and happy to travel further, in English or Polish.



 **41K+** Instagram

 **21.5K+** TikTok

 **220+** Strava club (79 active this week)

Instagram, Last 90 Days

4.7M+

views in 3 months

938K

accounts reached in 3 months

7

reels over 100K views (best: 392K)

~23%

engagement on reels

+9.7K

new followers in 3 months

Audience

83%
aged 18–34

North America **25%+**  22.9%  2.5%

Europe **22%+**  9%  3.9%  3.8%  2.9%  2.5%

Latin America **11%+**  6%  5.3%

Asia **3%+**  3%

Followers in Instagram's top 10 countries, so region totals are minimums.

For Brands

- Instagram reels and stories
- TikTok and YouTube videos
- Appearances at launches, booths and events
- Giveaways for my community
- Online challenges

Great Fit For

Running gear

Sports nutrition

Energy drinks & snacks

Cosplay, wigs & makeup

Anime games & streaming

Gaming gear

Fitness apps & equipment

Sportswear

Hard Pass

~~Gambling & betting~~

~~Crypto & get rich quick schemes~~

~~Diet pills & "detox" teas~~

~~AI "waifu" & companion chatbots~~

~~NSFW & adult content~~

Physical products need to ship to Poland.



Where I've Been



MCM Comic Con London

23–25 October 2026 · London (upcoming)



Hikari Festival

28–30 August 2026 · Poznań



Pyrkon Fan Convention

19–21 June 2026 · Poznań

At Your Event

Anime Warmups

10–30 min · any group size

Race Warmups

10–15 min · before the start · any number of runners

Fitness Games for Big Groups

30–90 min · drop-in or scheduled

Panels, Workshops, Q&A

45–60 min

Meet & Greet

all day · roaming or at a booth

Global Online Challenges

Online · Worldwide

Usually as a duo: I lead, and my husband Leo co-hosts and runs the games.

Let's Work Together

Tell me about your brand or event and I'll reply by email within a few working days.

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