

INSTAGRAM MEDIA KIT

74.7K

FOLLOWERS

+25% in 30 days

16.0M

VIEWS

last 30 days

7.2M

ACCOUNTS REACHED

last 30 days

1.6M

INTERACTIONS

last 30 days

Figures from Instagram Insights · 4 Jul – 2 Aug 2026

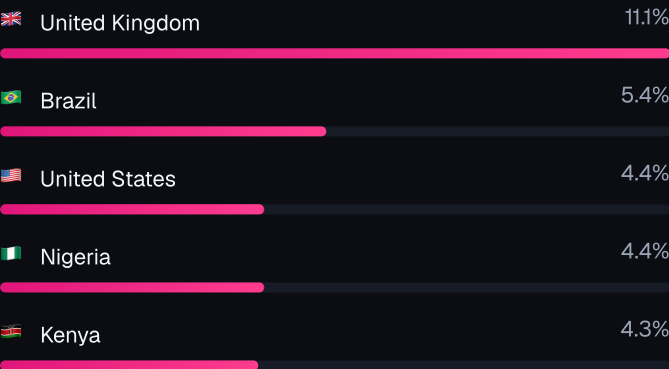
96.7% of views come from non-followers. Work travels far beyond the existing audience — the engine behind +15,077 net new followers in a single month and a steep, sustained growth curve throughout the FIFA World Cup 2026.

AUDIENCE — AGE



84.3% men · 15.7% women · core 18–34 (70.3%)

AUDIENCE — TOP MARKETS



Globally distributed — no single dominant market

RECENT TOP PERFORMERS — 30 DAYS

POST	VIEWS	LIKES	NEW FOLLOWS
The conversation is getting uncomfortable — Mbappé	1.6M	109.4K	5,800
Lionel Messi vs Egypt	1.5M	93.5K	259
The Greatest of all time 🏆 — Messi	1.3M	120.1K	676
Enzo Fernández 🇦🇷	1.1M	141.3K	449
CONTRØL — Ødegaard	807K	118.0K	2,500

TRUSTED BY — PLAYERS SHARING THE WORK

Manchester United · England · Martin Ødegaard · Marcus Rashford · Enzo Fernández · Bukayo Saka · Declan Rice · Michael Olise · Gabriel Martinelli · Yérémy Pino · Nico O'Reilly · Hugo Ekitike · Savinho · Gabriel Magalhães · Kobbie Mainoo · Leny Yoro · Bryan Mbeumo · Tijjani Reijnders · Curtis Jones

Clubs, federations and players reposting Konrad's frames to their own channels.

All figures sourced directly from Instagram Insights for the 30-day period 4 Jul – 2 Aug 2026. Metrics are as reported by the platform and may be rounded.