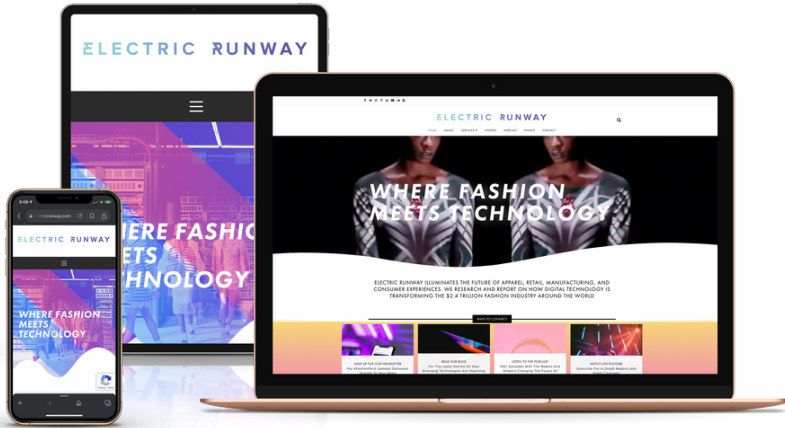


# ELECTRIC RUNWAY

## MEDIA KIT 2023/24



@electric\_runway

[ELECTRICRUNWAY.COM](http://ELECTRICRUNWAY.COM)



Established in 2015, Electric Runway is an ongoing multimedia project on a mission to discover and document how emerging technologies are transforming the business of fashion and beauty around the world. Through a variety of cultural content, including YouTube videos, podcasts, and thought leadership events, Electric Runway explores technological innovation through the lens of culture.

### FOLLOWING

	1 000	<a href="#">SUBSTACK SUBSCRIBERS</a>
	12.1K	<a href="#">INSTAGRAM FOLLOWERS</a>
	4.9K	<a href="#">YOUTUBE SUBSCRIBERS</a>
	10K	<a href="#">PODCAST DOWNLOADS</a>

### DEMOGRAPHICS

TOP COUNTRIES: USA, Canada, UK, India

AGE: 25 - 54 63% FEMALE 37% MALE

### THEMES

Apparel

Retail

Beauty

Consumer Experiences

### WAYS TO ENGAGE



Advertise on our website and/or newsletter



Sponsor a piece of content or a content series, including on our podcast, YouTube channel, or Instagram post/reel

### BRAND PARTNERSHIPS



SEPHORA



SAMSUNG



GERBER  
TECHNOLOGY

Mercedes-Benz  
FashionWeek  
RUSSIA



MAS



NATIONAL  
GEOGRAPHIC



Square

### THE ELECTRIC RUNWAY PODCAST



amanda@electricrunway.com

# THE FOUNDER: *Amanda Cosco*

FASHION & BEAUTY INNOVATION WRITER, PRODUCER & HOST

@amanda\_cosco

[AMANDACOSCO.COM](http://AMANDACOSCO.COM)

Amanda Cosco is a freelance writer, producer, and host with a decade of experience covering internet trends and digital culture. As the founder of Electric Runway, she has travelled to the front lines of every stage of the fashion supply chain, from garment factories in Bangladesh to front row at New York Fashion week. Amanda holds a Master's Degree in English from Toronto Metropolitan University and a B.A. in English and professional writing from York University..

AS SEEN IN:



TORONTO STAR



## SOCIALS



9K

INSTAGRAM FOLLOWERS



1046

THREADS FOLLOWERS



500+

CONNECTIONS



500+

FOLLOWERS



1257

FOLLOWERS



## THEMES

Tech

Entrepreneur-ship

Media

## SUBJECT MATTER EXPERTISE

- Digital culture & internet trends
- Wearable technology
- Augmented reality
- The store of the future
- The customer of tomorrow

[amanda@electricrunway.com](mailto:amanda@electricrunway.com)