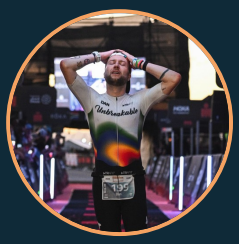
MEDIA KIT · NOVEMBER 2026

Dan Furze

Kona Dream Project — an amateur triathlete's honest, long-term road to the Ironman World Championships.



@konadreamproject · danfurze.com · British, based in the Netherlands

ABOUT THE PROJECT

The Kona Dream Project documents one ordinary person's attempt at something extraordinary: qualifying for Kona. Every swim, bike, run, race and setback is shared honestly, with calm confidence, a sense of humour, and no highlight-reel polish.

Kona is the vehicle. The real point is the community around it: people who feel braver about their own big, scary goals because they watched someone commit to one in public. It is a documentary, not an influencer account, and the audience trusts it for that reason.

Free tools: Alongside the content I build free triathlon tools at danfurze.com/tools: training-zone and race-prediction calculators for swim, bike and run, a race-day kit list, GPX course maps for Ironman and 70.3 races, and a Kona roll-down tracker. They give the audience something practical to use as well as something to watch, and Key Session posts drive straight to the calculators.

Latest chapter: Ironman Japan (Hokkaido), 13 September 2026. Swim good, bike good, run not as planned. The honest recap became the most-commented post of the quarter (62 comments). The winter block toward the next race is now underway.

REACH & RESULTS

2,851
INSTAGRAM FOLLOWERS

252.6K
INSTAGRAM VIEWS, LAST 90 DAYS
360.4K with Facebook

100%
ORGANIC — NO PAID ADS

Best 28 days (19 Aug – 15 Sep 2026)

141.4K
VIEWS

55.5K
ACCOUNTS REACHED

- **173** new followers
- **5.3K** interactions — 9.5% of accounts reached

Last 28 days (12 Oct – 8 Nov 2026)

28.6K
VIEWS

11.0K
ACCOUNTS REACHED

- **121.8K** views across Instagram and Facebook combined
- **1.1K** Instagram interactions — 10% of accounts reached
- Daily views rebuilt from ~100 to **7.4K** within days of resuming

Includes a ~3-week break in posting due to illness; daily posting resumed 25 Oct.

AUDIENCE

Top countries

United Kingdom	46%
United States	11%
Germany	4%
Brazil	4%
Australia	3%
Netherlands	3%

Top city: London.

Who they are

Men	75%
Women	25%
Aged 25–34	30%
Aged 35–44	38%

67% of the audience is aged 25–44: working adults fitting big goals around real life.

TOP CONTENT BY PILLAR — LAST 90 DAYS

87.0K VIEWS

Reflection — Ironman Japan: the honest version
155 likes · 10 comments · 2 shares · Instagram + Facebook · 30 Oct 2026

24.6K VIEWS

Comedy — left out of the free Ironman backpack
356 likes · 32 shares · 21 Aug 2026

17.5K VIEWS

Comedy — trying to find your partner in the 70.3 swim
93 likes · 21 shares · 23 Aug 2026

9.3K VIEWS

Race build countdown — the most anxiety-inducing part of any Ironman
194 likes · 10 comments · 29 shares · 22 Sep 2026

3.6K VIEWS

Race recap — Ironman Japan swim: what went right and wrong
149 likes · 11 comments · 7 saves · 17 Sep 2026

WHAT I MAKE

- **Race build countdown** — weekly documentary reels
- **Closing The Gap** — tracking the fitness gap to a Kona standard
- **Key Session** — weekly training deep dives with real data
- **Reflection** — honest, personal talking-head pieces
- **Community Moments** — collabs, meetups, athlete features
- **Comedy** — the relatable side of triathlon life

Daily Reels, plus carousels and daily Stories; Instagram-first, cross-posted to TikTok, YouTube Shorts and Facebook.

PARTNERS AND AFFILIATES

Tri-Fit Athletic · Kyloe in the Wild · Elements Fitness · BoostMode · DualFuel · Rouvy

Triathlon apparel · eyewear & lifestyle · gym · energy drinks · hydration · indoor cycling. Followers receive discount codes with several partners.

Past paid work includes a sponsored video for Athlete Life Insurance.

OPEN TO

- Long-term ambassador roles
- Affiliate and discount-code partnerships
- Product-for-content testing
- Selective paid campaigns

HOW I WORK WITH BRANDS

- **One brand per category** — no competing endorsements, so every recommendation carries weight.
- **Only products I genuinely use** — tested in real training and racing first, then shared.
- **Woven into the story** — no scripts, no forced talking points, no posting quotas.
- **Value for the audience** — real discounts and honest reviews, always clearly disclosed.
- **Long-term over one-off** — I would rather build a partnership across a season than run a single promo.

Let's talk dan@danfurze.com

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Source: Meta Business Suite, 8 Nov 2026. All organic.