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AIRWAYS

Foot | **TriDot**

VITORIA-GASTEIZ
green capital

LORAN MAES		M18-24	10:41:55
JAIME ARANDA MARTIN		M45-49	10:34:00
JAN HORÁK		M25-29	10:47:54

RÖKA


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Media kit · October 2026

Loran Maes

Triathlete and content creator from Ghent, Belgium

2,550

YouTube subscribers

1,931

Instagram followers

2,400

TikTok followers

info@loranmaes.be · loranmaes.be · @loran_maes

About me

I'm Loran Maes, a triathlete from Destelbergen near Ghent and a full-time Solution Engineer. I did my first triathlon in 2021 and finished the full IRONMAN in Vitoria-Gasteiz in 10:31:58 in 2025.

From early 2023 to June 2025 I posted a vlog on YouTube every day, 856 in total. Since then I make fewer long videos with more work in each one, and more short videos for Instagram and TikTok.

My viewers are athletes preparing a challenge of their own: a first triathlon, a marathon, an IRONMAN. They watch for the races, the gear and the way I combine training with work.



Channels

YouTube @LoranMaes 1 Jan 2023 – 5 Oct 2026 486,904 views 27,443 hours watched 3:39 average view duration 2,550 subscribers Most popular long videos: my Canyon Aeroad review (6,635 views) and IRONMAN 70.3 Knokke-Heist 2025 (4,567 views, 472 hours watched).	Instagram @loran_maes Last 90 days 228,009 views 44,460 accounts reached 41% views from non-followers 1,931 followers Best reel: a ride during the heatwave, 25,129 views and 20,225 accounts reached.	TikTok @loranmaes_ Last 365 days 13.4M views 31,800 likes 3,900 shares 2,400 followers 12.9 million of those views come from three videos for CeraVe, which the brand ran as Spark Ads.
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What my videos are about

Triathlon and IRONMAN

Building bikes and gear

Road cycling and gravel

Training next to a full-time job

Running, from 10K to marathon

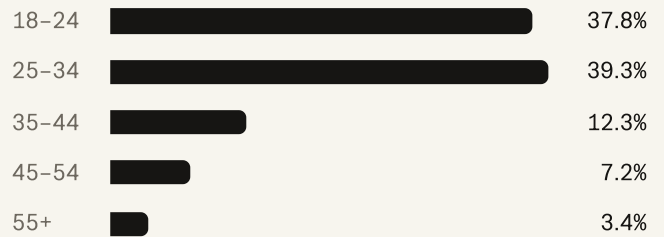
Travel and everyday life

Audience

YouTube viewers by age



TikTok followers by age



60%

of YouTube views come from Belgium, 19% from the Netherlands

87%

of YouTube viewers are male

70%

of TikTok followers live in Belgium

44%

of TikTok followers are female

Brand work

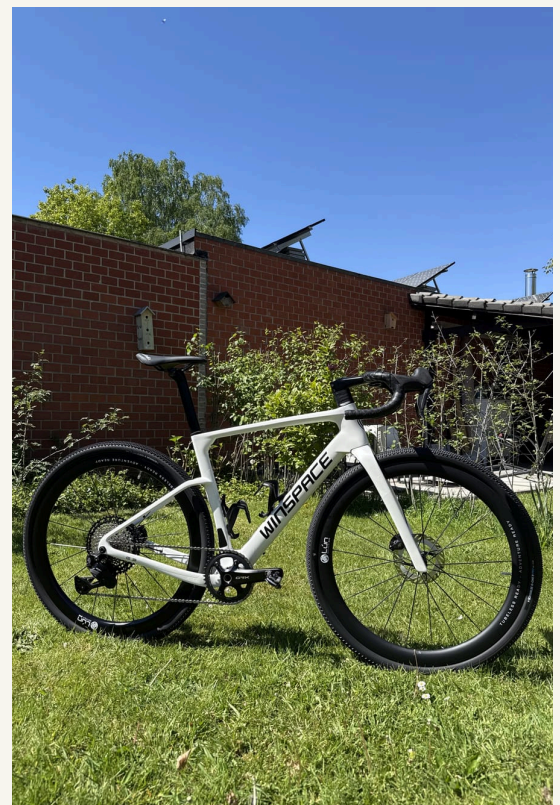
CeraVe Three TikToks about skincare for athletes, run by CeraVe as Spark Ads. 12.9 million views combined, November 2025 to May 2026.

Winspace A reel and a post about the HYPER2 handlebar, September 2026. The reel reached 4,680 views.

Siroko, Omniair, The Feed, Sumarpo Ongoing discount codes for my followers, with a dedicated page on loranmaes.be.

What I can make

- A YouTube video or an integration in one
- Reels and TikToks, also as a Spark Ad or through whitelisting
- Your product in use during training and races
- A discount code with a permanent spot on my site



SIROKO

WINSPACE
Carbon Bike Manufacturing Partner

OMNIAIR

The Feed.

SUMARPO

CeraVe
DEVELOPED WITH DERMATOLOGISTS

stamina

Contact

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loranmaes.be