

MEDIA KIT 2026

The Italian trail running community. Stories, reviews, races and everything you need to get your shoes dirty.

STERRATO

/ster·rà·to/

ADJECTIVE

Without ballast and superstructures. “Dirt road”.

MASCULINE NOUN

A tract of land without paving.

WHO WE ARE

FROM A YOUTUBE CHANNEL TO ITALY'S TRAIL RUNNING COMMUNITY

Sterrato was born in 2021 from the creative partnership of **Luca Quattrone** and **Paolo Comparin**. Five years later it is the largest trail running community in Italy: anyone who starts running in nature passes through our videos, our race calendar and our group chats.







TOUCHPOINTS

WHERE THE COMMUNITY LIVES

YouTube	vlogs, race recaps, reviews
Instagram	reels, stories, unboxing
sterratogang.it	race calendar, magazine
Telegram	the daily group chat
Newsletter	news and events

Through reviews, vlogs and interviews with brands and athletes, we make trail running more open and accessible to everyone.

NUMBERS · OCTOBER 2025 – OCTOBER 2026

THE LAST 12 MONTHS

1.2M	22.4K	13.5K	13K
YouTube views	Instagram followers	YouTube subscribers	website users

YOUTUBE · LAST 12 MONTHS

THE CORE OF THE COMMUNITY

1.2M
views

58.3K
hours watched, +14% on the year before

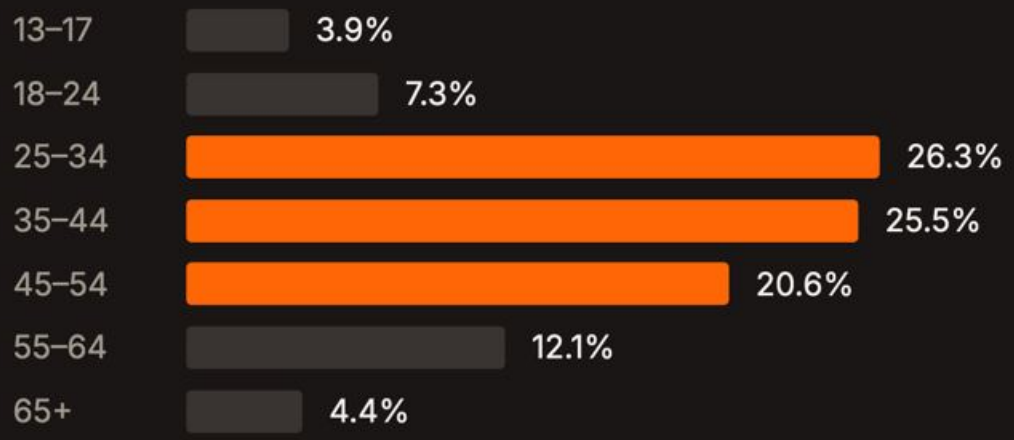
19.9K
viewers every month

+2.1K
new subscribers, 13.5K in total

3.2M
views since 2020

94.5%
of views from Italy

AGE OF VIEWERS



72% of views come from people aged 25–54. 95% men.

INSTAGRAM AND STERRATOGANG.IT

EVERY DAY, ON THE PHONE AND ON GOOGLE

INSTAGRAM · LAST 90 DAYS

22.4K
followers

835.5K
views

9.2K
interactions

2.4K
profile visits

WEBSITE · LAST 12 MONTHS

13K
users

26K
page views

3 in 4
visits from Google search

15K
views of the race calendar

OUR COMMUNITY

IT SPEAKS ITALIAN AND COMES IN FOUR KINDS



ATHLETES

Racers who chase results and want gear that performs.



AMATEUR RUNNERS

The weekend crowd training for their first or next race.



MOUNTAIN ADDICTS

People who live for the outdoors, running or not.



HIKERS

Walkers moving toward running, one trail at a time.

WHAT WE LOVE TO DO

FIVE FORMATS BRANDS CAN JOIN

Format	Best video of the last 12 months	Views
Vlog and race recap	Transgrancanaria 80k with The North Face	41.7K
Unboxing and review	Suunto Vertical 2: why I left Garmin after UTMB	56.5K
Corporate and interview	ASICS at Zinal, inside the Golden Trail Series	35.8K
Podcast and Dirty News	Puglia by UTMB special with Simone Corsini	monthly
Content production	Wikiloc for trail running: the complete guide	51.3K

STERRATOGANG.IT

THE MOST COMPLETE TRAIL RACE CALENDAR IN ITALY

Race calendar

Filter by region, distance and D+. The most visited page: 15K views a year.

Magazine

Reviews, guides, podcast episodes and the monthly Dirty News.

Found on Google

Three visits in four start from a search: runners looking for a race or a product.



OFF THE SCREEN

WE RUN TOGETHER, NOT ONLY ONLINE





8–10 MAY 2026

THE CAMP

Our first trail running camp: three days of training, talks and trails with the community.

2027

SOLANE CROSS BACKYARD

The backyard ultra we organise: one loop every hour, until one runner is left.

COMING SOON

ASD STERRATO GANG

Our own sports club, so the community can sign up and race in Sterrato colours.

COLLABORATIONS

BRANDS THAT RAN WITH US



PRESS

THEY WROTE ABOUT US

LA GAZZETTA DELLO SPORT

RUNNER'S WORLD

THE PILL OUTDOOR JOURNAL

SKIALPER

OUTDOOR MAGAZINE



LET'S GET DIRTY

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