

ENDURANCE RACING MAGAZINE

MEDIA
PLANNER
2012

Endurance Racing Magazine

(ERM) exists to provide insight, education and entertainment into the world of endurance racing. Over the past three decades, there has been steady growth in the number of athletes who are pushing their bodies and will to the limit by running, swimming, skiing, cycling and rowing distances that once seemed impossible. Who thought triathletes would go on to compete in double, triple, and deca distance races and that runners would attempt to run hundreds of miles in a single competition?

This publication adheres to the competitive spirit and the companionship and comradery of the endurance racing community; all of whom are looking for the best products and services to sustain them through training and competition.

As an ERM advertiser, you can be an integral part of the publication. We hope you will join us as this is truly an exciting time for endurance racing, as more and more athletes are participating in ultra distance races, seeking a new and different running challenge.

ERM expects to be a global resource, not just a national one. To achieve a more global reach, ERM will be present on two websites, enduranceracingmagazine.com and enduranceracingmagazine.co.uk.



ERM will include stories on the following sports:

- ✓ Ultra Triathlons/Deca/Ironman®
- ✓ Ultra running races (trail/road) over marathon distance
- ✓ Long distance cycling/mountain biking races
- ✓ Kayaking/canoeing
- ✓ Adventure and other eco-races
- ✓ Long-distance skiing
- ✓ Long-distance snow shoeing

Targeted Content for Every Endurance Athlete

ERM's goal is to increase awareness and education of endurance racing sports, races and races schedules, and all elements of training and managing work, family life, and training. We will have stories from experts ranging from race directors, to coaches, to other athletes who will be providing sage advice and insight from their experiences.

“Every athlete has his or her specific goals and reasons for racing in whatever event he or she chooses; but overall most would agree that the journey to the finish line is what resonates in most athletes' minds.”

- Ultra-distance athlete and author, Wayne Kurtz



FAST FACT

People from 57 countries around the world have visited www.runnersillustrated.com. ERM's websites, <http://enduranceracingmagazine.com> and <http://enduranceracingmagazine.co.uk> will cater to United States and global audiences respectively.

ENDURANCE RACING MAGAZINE

"Every athlete has his or her specific goals and reasons for racing in whatever event he or she chooses; but overall most would agree that the journey to the finish line is what resonates in most athletes' minds."



SPIRIT MOTIVATION DRIVE
to push one's body and soul to the outer limits of our capabilities.



ENDURANCE RACING MAGAZINE

DID YOU KNOW?

Running has been outpacing other sports in the past 4 years and has nearly as many frequent participants as frequent participants of golf (4.8M), tennis (1.8M), and skiing (1.7M) COMBINED (8.3M)

AVERAGE AGE

43

GENDER

73% Male • 27% Female

AVERAGE HOUSEHOLD INCOME

\$111,312

LEVEL OF EDUCATION

88% Are college educated
35% Have masters or Ph.D.

YEARS RUNNING

30% < 3 years
25% 3 to 5 years
15% 6 to 10 years
30% > 10 years

OTHER ATHLETIC INTERESTS

71% Road running
67% Hiking
44% Mountain biking
49% Road biking
49% Camping
33% Backpacking
27% Skiing

GEAR SPENDING

48% \$100-\$500
32% \$500-\$1,000
20% Over \$1,000

THE ENDURANCE READER

- ✓ 90% run at least once a week
- ✓ 71% participate in at least one 5K each year
- ✓ 65% participate in at least one 10K per year
- ✓ 72% participate in at least one half-marathon per year
- ✓ 43% participate in at least one marathon per year
- ✓ 86% are interested in the advertising
- ✓ 81% train year-round and average more than 18 hours a week
- ✓ 90% compete in at least one triathlon a year
- ✓ 75% traveled to a triathlon more than 100 miles away
- ✓ 39% spend up to 11,000 annually on travel-related purchases
- ✓ 76% purchased travel services on the Internet last year
- ✓ 98% use sports nutrition or beverages while training
- ✓ 96% swim at least 1x per week

10 MILLION

The number of worldwide race participants

15 PERCENT

Increase in frequent participation in running sports (8 million)

32 MILLION

The number of U.S. runners, up 10% vs. 2005

14.5 MILLION

The number of women runners, up 12% vs. 2005

RATE CARD ENDURANCE RACING MAGAZINE

MEDIA CONTACT • ads@runnersillustrated.com

Ad Size.....	4 Color
Spread	\$1,999
Full Page	\$1,132
2/3 page	\$850
1/2 page.....	\$599
1/3 page.....	\$412
1/4 page.....	\$300
1/6 page.....	\$200

SPECIAL RACE ADS - FULL PAGE \$250, HALF PAGE \$125, DIRECTORY SUBMISSION \$50

Frequency discounts for regular insertions: 2x: 5%; 4x: 10%; 6x: 15%. All rates are gross rates.

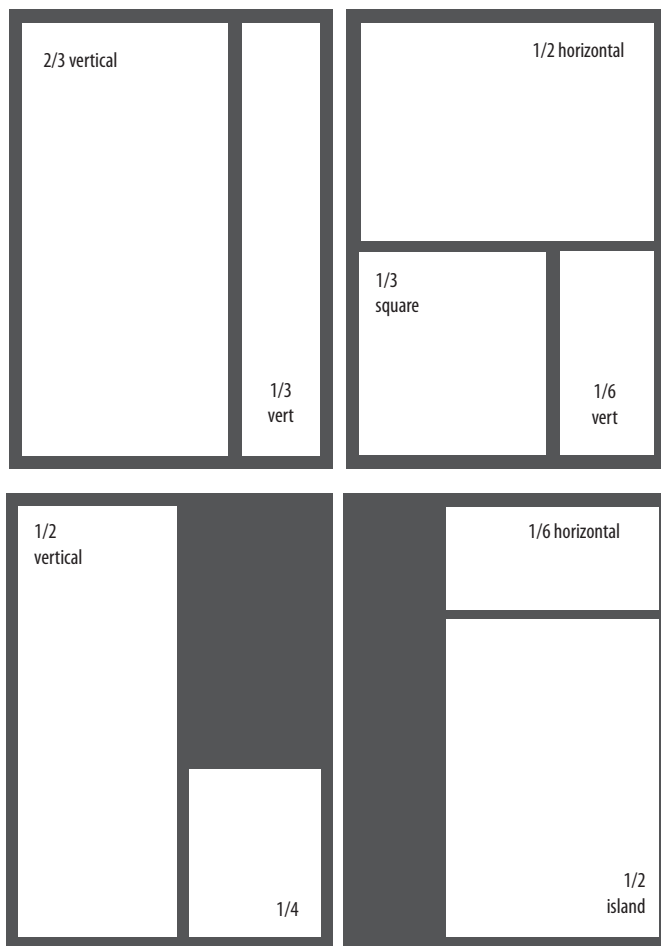
Endurance Racing Magazine (ERM) is a bi-monthly online newsletter distributed globally to endurance racing athletes of all kinds. An editorial email blast will be distributed on the first and third Wednesdays of the month. Because both editorial and advertorial content will be posted on enduranceracingmagazine.co.uk and enduranceracingmagazine.com, this offers advertisers more exposure for their marketing campaign. ERM is run by its mother company, Runners Illustrated, a well-established ezine with a strong global following of endurance athletes.

Content in the newsletter will lead subscribers to content on either or both websites and will cover the following topic areas:

- ✓ **Editor's Note**
- ✓ **Races and Race Trends** - endurance triathlons and all other endurance foot races
- ✓ **Coaches Corner** - contributed by a certified coach or race director
- ✓ **In First Person** - contributed by an elite athlete or athlete blog
- ✓ **Products and Product Reviews**
- ✓ **Athlete Profiles** - bylined articles on any athlete with a compelling story and/or lessons learned
- ✓ **News From the Field** - newsworthy tidbits from the racing world
- ✓ **Burn Rate** - articles and/or advice contributed by physical therapists, nutritionists, and other trainers about training efficiency and advice

High resolution ads and/or banners are due the week before publication. Ads are purchased on a monthly basis only and will be in two issues upon purchase.

For more information on advertising, contact Alix Shutello at ads@runnersillustrated.com.



AD SPECS

Spread	16" x 10.625"
Full Page	8" x 10.625"
2/3 Page	5.125" x 10.625"
1/2 Page (horiz)	8" x 5.125"
1/2 Page (vert)	3.875" x 10.625"
1/2 Page (island)	4.75" x 7"
1/3 Page (vert)	2.625" x 10.625"
1/3 Page (square)	4.75" x 4.625"
1/4 Page (vert)	3.5" x 4.625"
1/6 Page (horiz)	4.75" x 2.25"
1/6 Page (vert)	2.25" x 4.75"

2012 PUBLICATION SCHEDULE

JAN/FEB: FEBRUARY 15
MAR/APR: APRIL 15
MAY/JUNE: JUNE 15
JULY/AUG: AUGUST 15
SEPT/OCT: OCTOBER 15
NOV/DEC: DECEMBER 15

ENDURANCE RACING MAGAZINE

WEB & EMAIL MARKETING SOLUTIONS

Target Email Circulation.....	28,000
eNewsletter Freq/month.....	2x avg
Editorial News Brief/month.....	4x avg
Target Web PVs/month.....	120,000
Target Web Visits/month.....	25,000
Target Web Unique Visitors/month.....	9,000

1000 unique visitors a month from 57 countries, predominately from the continents of North America, Australia, and Europe.

EMAIL MARKETING SOLUTIONS

Editorial News Brief (Email Blast)

Skyscraper 150x600.....	\$200
Vendor Spotlight Listing.....	\$100

Resource Directory

12 Months with link and logo.....	\$50
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WEB MARKETING SOLUTIONS

Monthly Website Sponsorship & Advertising

Leaderboard, Full Site.....	\$120
Special Sponsor Box, Full Site.....	\$150
Skyscraper 160x600, Full Site 1st Position.....	\$125
Skyscraper 160x600, Full Site 2nd Position.....	\$100
Boom Box 160x250, Full Site 1st Position.....	\$90
Boom Box 160x250, Full Site 2nd Position.....	\$75
Boom Box 160x250, Full Site 3rd Position.....	\$60

FAST FACT

According to a Philadelphia Inquirer study, the number of athletes finishing ultramarathons has increased from 2,300 racers in 1979 to more than 18,000 in 2011.

INSTANTLY
REACH OUR
HIGHLY
TARGETED
AUDIENCE
OF
ENDURANCE
ATHLETES

New advertising requires pre-payment for first insertion. Subsequent advertising is invoiced net 30 days upon approved credit and is payable in U.S. dollars. Overdue accounts will be assessed a 2% per month (24% annum) finance charge. Past due accounts will forfeit all frequency discounts. All rates are gross. Positioning of advertising is at the discretion of the publisher, except where special positioning is guaranteed by contract. Payment is due upon publication of the issue in which the advertisement runs. Verbal commitments to advertise are legally binding. No cancellations will be accepted after the space closing date for each issue. The advertiser and its agency assume liability for all content, including text and/or illustration of any advertisement printed. Publisher reserves the right to refuse any ad deemed objectionable. The advertiser and its agency, by reserving ad space, will be presumed to have read this brochure and agreed to all conditions herein without any further contract or notice. Graphic design for web and newsletter advertising will be billed by the hour at \$50 per hour with a minimum of 3 hours.

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EDITORIAL BOARD MEMBERS

Wayne Kurtz - COO and Ultra Athlete

Over the last 25 years, Wayne has competed in hundreds of endurance racing events. He has an unparalleled passion about the challenge, strength, and endurance required not just of the physical body, but the test of his mental stamina to hang in there and confront all obstacles. Wayne has also owned and operated over 11 companies and offers professional business advice. Wayne is the founder of RaceTwitch.com, the world's largest, free, online, multi-discipline, racing resource *Helping Endurance Athletes Build Exceptional Race Calendars and the Endurance Racing Report* which has worldwide endurance race profiles and training advice reports and www.RacePeak.com, which is a comprehensive training resource for athletes.

Wayne is the author of *Beyond The Iron - A Training Guide for Ultra-Distance Triathlons* and is a Certified Performing Edge Mental Training coach, offering not just methodology on mental training, but a specific action oriented; formalized plan to ensure that it becomes as important as standard physical training.

Renee Dexter - Principal Manager and Ultra Cyclist

Renee has over 15 years of publishing experience and has worked in all facets of publishing including acquisitions, editing, production, and marketing/sales. She has successfully designed and marketed professional journals, serial publications, reference books, foreign language titles and large directories in a variety of formats. Renee's experience in publishing with a Washington, DC-based publisher and with two of the largest professional associations in the country, led her to open Rainmaker Publishing in 2004. Rainmaker publishes sports and outdoor recreation books that appeal to both the weekend warrior and the serious athlete. Rainmaker also consults with new authors and provides self publishing services including editing, book design, marketing and sales support.

Dr. JoAnn Dalhkoetter - Olympic Performing Edge Coach and Ultra Athlete

Dr. JoAnn, as she's commonly known, is a performance Coach to CEO's and Olympic Gold Medalists, winner of San Francisco Marathon and a World Championship Hawaii Ironman Triathlon winner. She is a Stanford University Medical Center Trained Sports Psychologist and Olympic Keynote Speaker for corporations worldwide. Dr. JoAnn also brings business expertise and performance coaching to ERM. She is CEO of the Performing Edge Coaching International Association, (www.PerformingEdgeCoach.com) a global resource and Certification Training Program for coaches, and founder of www.DrJoAnn.com, the premiere sports psychology resource for athletes, coaches, and sports parents.

SUPPORTING ERM CONTRIBUTORS

David Glover - Ultra Distance Expert and Ultra Athlete

David brings expertise and networking to ERM. An accomplished ultra-distance racer and cancer survivor, David is the CEO of the Elite Project, a performance coaching organization.

Dean Karnazes - Ultramarathoner and Author

TIME magazine named him as one of the "100 Most Influential People in the World." Men's Fitness hailed him as one of the fittest men on the planet. An internationally recognized endurance athlete and NYTimes bestselling author, Dean Karnazes has pushed his body and mind to inconceivable limits. Dean is most known for his 2006 accomplishment of running 50 marathons in all 50 states.

Chris Roman - Ultrarunner

Chris is an active supporter of 2 non profits, the Challenged Athletes Foundation and impossible2possible. Chris finished Sub24h at the Western States 100 in 2010 and recently 16th overall at the Badwater 135 in July 2011. In September 2010, Chris became the first person to run the length of the Erie Canal (344 miles in just over 6 days) and in January 2011 he and friends Tony Portera and Jarom Thurston became the first trio to run Brazil's Caminho da Fe and successfully to complete the Brazil 135 in the process (345 miles in just over 7days).

Other main contributors and experts who support Endurance Racing Magazine include Tony Stafford, professional marathoner and endurance athlete, Mike Wardian, ultradistance runner, Cheryl Zwarkowski, internationally-recognized ultra distance athlete, and Jennifer Vogel, ultra distance runner and triathlete.

NOTE: Contributors may provide content, expertise, counsel, and/or data validation to Endurance Racing Magazine.

