

*"the voice of the sport"*<sup>TM</sup>



# ULTRARUNNING<sup>TM</sup>

2012 MEDIA KIT



ULTRARUNNING.COM



## THE VOICE OF THE SPORT SINCE 1981

Serving a loyal market of long-distance runners since 1981, UltraRunning magazine has long been established as The Voice of the Sport™. UltraRunning is a must-read for all ultramarathoners.

Includes comprehensive and informative articles about gear, training, nutrition, advice for beginners, and book and dvd reviews. We also report on races throughout North America and around the world.



## THE MAGAZINE

UltraRunning Magazine provides the maximum return for dollars spent on advertising. Whatever product you produce, ultrarunners enjoy, rely on, share, use and use up more of it than any other demographic out there.

UltraRunning Magazine is the cutting edge for sports advertising. Many very successful companies advertise first in UltraRunning knowing that other runners look to the ultra crowd for what is new and what works. Powerbar, GU, VESPA, Ultimate Direction and many others advertised here first.

UltraRunning Magazine ads work! More than 79% of our subscribers have purchased products that were advertised in the magazine.

UltraRunning Magazine reaches over 75% of the runners that participate in the sport.

UltraRunning Magazine is the best deal in sports publishing; our rates are terrifically competitive.

UltraRunning Magazine sticks around. Back issues of UltraRunning are kept for reference more than almost any other sports publication so your advertising keeps working for you long after each issue is received.

## THE READERS

Average Age – 42  
Males 72%  
Females 28%  
Median Household Income – \$122,000  
Level of Education – 93% college graduates, 54% advanced degrees  
Running – 78% run four or more times per week  
Average weekly miliage – 43 miles  
Average seven pairs of new shoes per year

## CIRCULATION

Paid Readership – 7,400  
Total Readership – 18,500  
94% by subscription  
More than half of readers keep their copies forever!

Ultra is the fastest growing sport around!

Average number of annual ultra finishes in the US



## 2012 EDITORIAL CALENDAR

| JANUARY/FEBRUARY  | MARCH   | APRIL   | MAY/JUNE  | JULY   |
|---|---|---|---|--|
| Dressing for the Changing Season<br>Super carbs   | The Annual "Statistics and Awards" issue,<br>Healthy Foods On The Go  | Ultra and Technology – Testing, Heart Rate Monitoring, Body Fat, VO2Max<br>Gear Review – Sunglasses | Working an Aid Station, including how to stay warm or keep your cool, while helping the runners achieve their goals.<br>Gear Review – Headlamps | What to Pack in Your Drop Bags<br>Gear Review – Skirts   |
| AUGUST  | SEPTEMBER   | OCTOBER   | NOVEMBER  | DECEMBER   |
| Running Through the Night – Sleep issues, safety, change in temperature, modify water intake<br>Gear Review – Hydration Packs | Physical Therapy/ Stretching and Training Aids<br>Gear Review – Socks | Cross-training For The Off-Season<br>Gear Review – Jackets  | Massage Therapy/ Therapy tools<br>Gear Review – Training Logs   | Planning Your 2013 Race Calendar<br>From Socks to Hydration Packs – Gift Ideas For The Ultrarunner |

# ULTRARUNNING MAGAZINE 2012 AD SPECS

## ALL ADS ARE FULL-COLOR

| AD SIZE   | 1x     | 3x     | 5x     | 10x    |
|-----------|--------|--------|--------|--------|
| Spread    | \$1640 | \$1555 | \$1475 | \$1310 |
| Full page | \$885  | \$840  | \$795  | \$705  |
| 2/3 page  | \$540  | \$510  | \$485  | \$430  |
| 1/2 page  | \$380  | \$360  | \$340  | \$300  |
| 1/3 page  | \$320  | \$305  | \$285  | \$255  |
| 1/4 page  | \$275  | \$260  | \$245  | \$220  |
| 1/6 page  | \$235  | \$210  | \$200  | \$185  |

## AD SPECIFICATIONS

Ads may be submitted in **PDF** (preferred), **JPEG** or **TIFF**, 300 ppi resolution at full size, CMYK. Full page ads – bleed okay at no extra charge (live area: 7.75 x 10.25, trim size: 8.375 x 10.875, bleeds are minimum 1/8" each side).

E-mail print-ready ads to [lisah@ultrarunning.com](mailto:lisah@ultrarunning.com) with a cc to [tiab@ultrarunning.com](mailto:tiab@ultrarunning.com)

## AD SIZE

## WxH

|                       |                  |
|-----------------------|------------------|
| Full page             | 8.375" x 10.875" |
| 2/3-page              | 4.75" x 10"      |
| 1/2-page (horizontal) | 7.5" x 4.75"     |
| 1/2-page (vertical)   | 3.5" x 10"       |
| 1/2-page (island)     | 4.75" x 7.25"    |
| 1/3-page (square)     | 4.75" x 4.75"    |
| 1/3-page (vertical)   | 2.25" x 10"      |
| 1/4-page              | 3.5" x 4.75"     |
| 1/6-page (horizontal) | 4.75" x 2.25"    |
| 1/6-page (vertical)   | 2.25" x 4.75"    |

## CLOSING DATES

*UltraRunning* is published ten times a year. Cancellations are not accepted after the closing date.

## COPY AND CONTRACT REGULATIONS

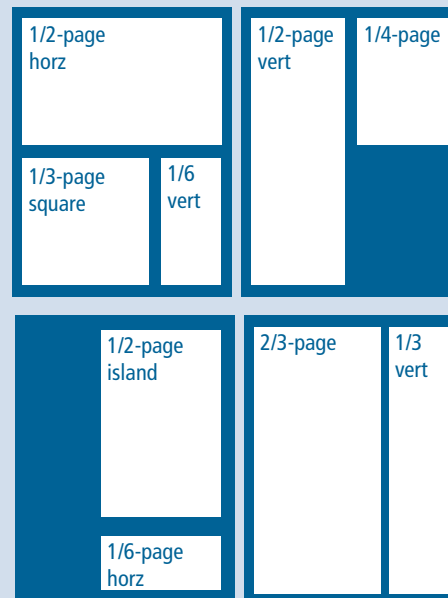
1. All advertisements are accepted and published upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. The agency and advertiser will indemnify and save the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, arising out of publication of such advertisements, including without limitation, those resulting from claims or suits for libel, violation of rights to privacy, plagiarism and copyright and trademark infringement.
2. The publisher reserves the right to reject or cancel any advertising that in his opinion does not conform to the standards of the publication.
3. First-time advertisers: Payment with order, unless placed by a recognized agency.

## WEBSITE

If you are a print advertiser, you may take out a box ad on the [ultrarunning.com](http://ultrarunning.com) homepage for \$150 per month, or the [ultrarunning.com](http://ultrarunning.com) calendar page for \$100 per month. All web ads must run for a minimum of three months.

## PREMIUM POSITIONS

|                    |                      |
|--------------------|----------------------|
| Inside Front Cover | \$1105 (25% premium) |
| Inside Back Cover  | \$1015 (15% premium) |
| Back Cover         | \$1150 (30% premium) |
| Premium Edit       | \$975                |



## ISSUE

## AD CLOSE

## MATERIALS DUE

## TO READERS

|                  |              |              |             |
|------------------|--------------|--------------|-------------|
| January/February | November 15  | November 20  | January 1   |
| March            | January 15   | January 20   | March 1     |
| April            | February 15  | February 20  | April 1     |
| May/June         | March 15     | March 20     | May 1       |
| July             | May 15       | May 20       | July 1      |
| August           | June 15      | June 20      | August 1    |
| September        | July 15      | July 20      | September 1 |
| October          | August 15    | August 20    | October 1   |
| November         | September 15 | September 20 | November 1  |
| December         | October 15   | October 20   | December 1  |

## ULTRARUNNING.

5825 W. Dry Creek Road  
Healdsburg, CA 95448  
(707) 431-9898

[www.ultrarunning.com](http://www.ultrarunning.com)

### ADVERTISING

[lisah@ultrarunning.com](mailto:lisah@ultrarunning.com)

