



RUNNER'S WORLD

a life well-lived

well-thy + happy— are the new status symbols

1. GOOD HEALTH
2. TIME FOR THE IMPORTANT THINGS
3. A GOOD MARRIAGE / RELATIONSHIP
4. KNOWING HOW TO SPEND MONEY WELL
5. A GOOD WORK / LIFE BALANCE
6. JOB I LOVE
7. TIME TO PURSUE PASSIONS / INTERESTS
8. BEING PHYSICALLY FIT
9. EMBRACING NEW EXPERIENCES
10. LEARNING / DOING NEW THINGS



running strong

HIGHEST
PARTICIPATION
LEVELS EVER!

*42 million
runners*

DUAL GENDER

FREQUENT PARTICIPATION

- WOMEN MORE THAN DOUBLED [53%]
- MEN [25-34] UP 34%

#1 HIGH SCHOOL PARTICIPATORY SPORT

14 MILLION RACE FINISHERS

- HALF-MARATHON PARTICIPATION DOUBLED

**3 IN 5 ARE
FITNESS
RUNNERS**

77% RUN TO STAY IN SHAPE

FAVORITE EVENT IS
THE HALF MARATHON

NEW RECRUITS FROM
MUD/OBSTACLE
+ COLOR RUNS

reaching runners everywhere they are

12,000+
PARTICIPANTS



3.2 million
MAGAZINE READERS



+28%
VS. 2012
AVERAGE



5.5+ million
MONTHLY UNIQUES

5.3+ million
INTERNATIONAL
READERS



115,000
COMPETITIVE
RUNNERS



+31%
VS. 2012
AVERAGE

59%
OF SITE TRAFFIC
FROM MOBILE

72%
ENGAGEMENT
RATE



10 million
VIDEO PLAYS IN 2013



3 million+
ENGAGED COMMUNITY



BONUS CONTENT
EXCLUSIVE ENHANCE
FEATURES
(VIDEOS, AUDIO, SLIDESHOWS)

*only RW delivers the
youngest, active affluents*

#9
AMONG 200+
MRI-MEASURED
MAGAZINES



TOP 10

UNITED HEMISPHERES
WINE SPECTATOR
INC.
CONDE NAST TRAVELER
WASHINGTON POST
DELTA'S SKY
SOUTHWEST SPIRIT
KIPLINGER'S

HHI

\$128,781
\$114,794
\$112,407
\$110,050
\$108,805
\$108,707
\$107,835
\$107,613

AGE

45.6
49.2
38.3
52.7
53.9
45.5
46.3
54.4

RUNNER'S WORLD

THE ECONOMIST

\$107,128

\$107,032

39.7

48.6

in a league of our own

RW outperforms *all* health + fitness brands



RUNNER'S WORLD	\$107,128	39.7
SKI	\$104,550	38.2
GOLF DIGEST	\$95,310	52.3
SELF	\$90,368	40.7
SHAPE	\$87,216	39.4
MEN'S JOURNAL	\$82,653	43.3
OUTSIDE	\$75,814	40.0
COOKING LIGHT	\$75,496	51.4
SPORTS ILLUSTRATED	\$71,870	41.0
FITNESS	\$70,782	40.3
MEN'S FITNESS	\$69,908	37.0
TENNIS	\$67,153	47.5
WEIGHT WATCHERS	\$64,475	49.1
YOGA JOURNAL	\$61,035	46.9
HEALTH	\$54,265	48.6

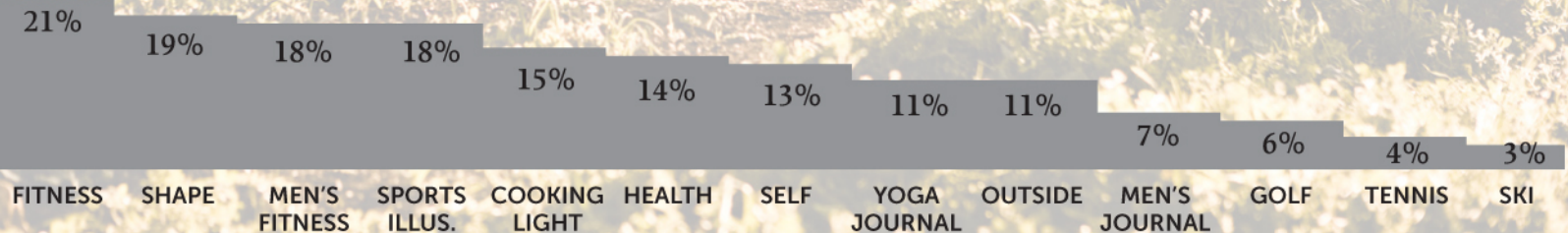
Source: MRI Spring 2014

RW is their only essential guide to health + fitness

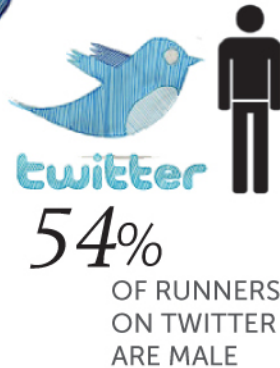
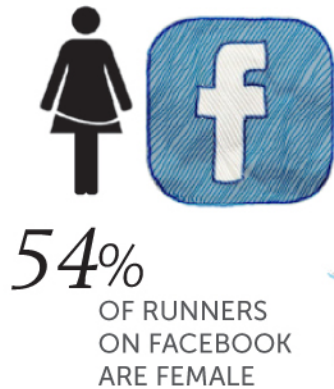
100%

% of Runner's World readers who also read:

RUNNER'S WORLD



the *social* runner



half RECRUIT FRIENDS
TO DO AN EVENT WITH THEM



flash mob
FITNESS— POP-UP RUNS FOR FUN
AND A SENSE OF COMMUNITY

new recruits

SEEK COMMUNITY—
MUD/COLOR RUNS



A scenic landscape featuring a forest of tall evergreen trees on the left, a rocky shoreline with a small stream in the foreground, and a large lake in the background. Several people are running along a path in the distance. The sky is blue with scattered white clouds. A large, weathered log lies on the ground in the lower-left foreground.

*either you run the
day or the day
runs you*

super *fit* fluentials—

more than *twice* as likely to influence others

healthy lifestyle



wine



travel



real estate



beauty/fashion



technology



civic duty

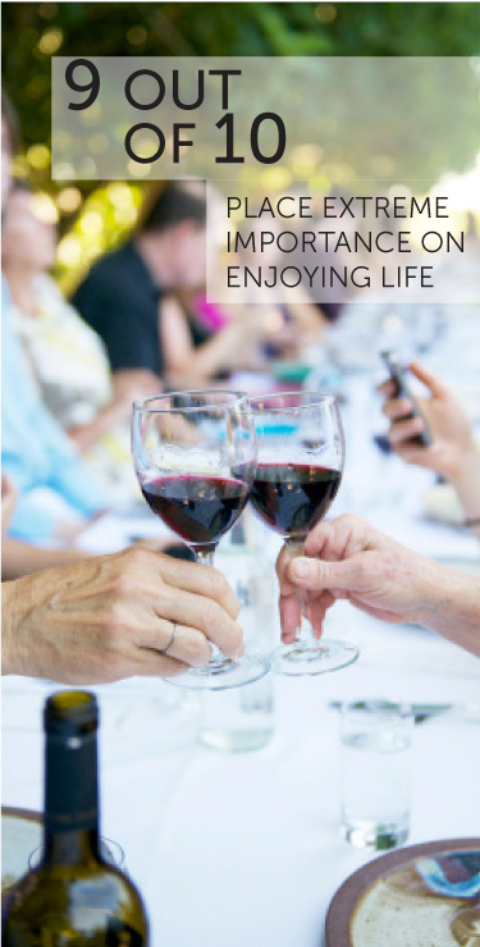


Source: MRI Fall 2013

the running lifestyle—

9 OUT
OF 10

PLACE EXTREME
IMPORTANCE ON
ENJOYING LIFE



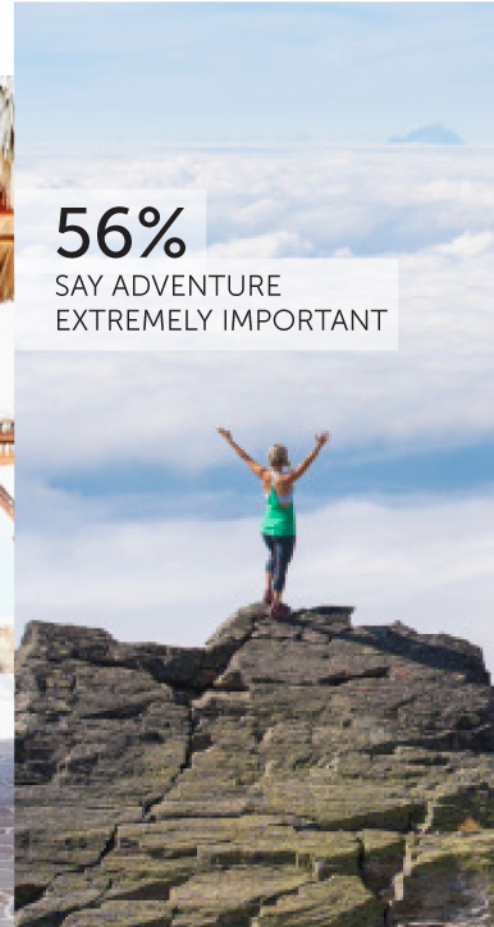
3 OUT
OF 4

PAY MORE FOR
HIGH QUALITY

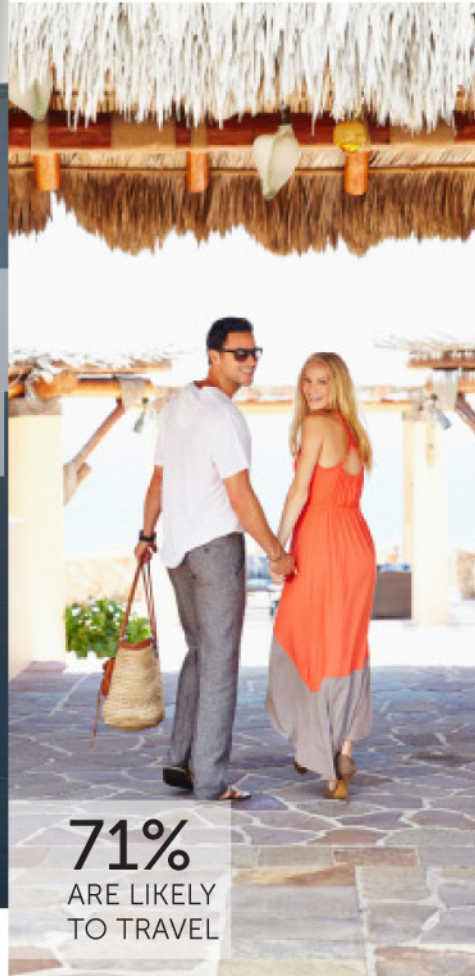


56%

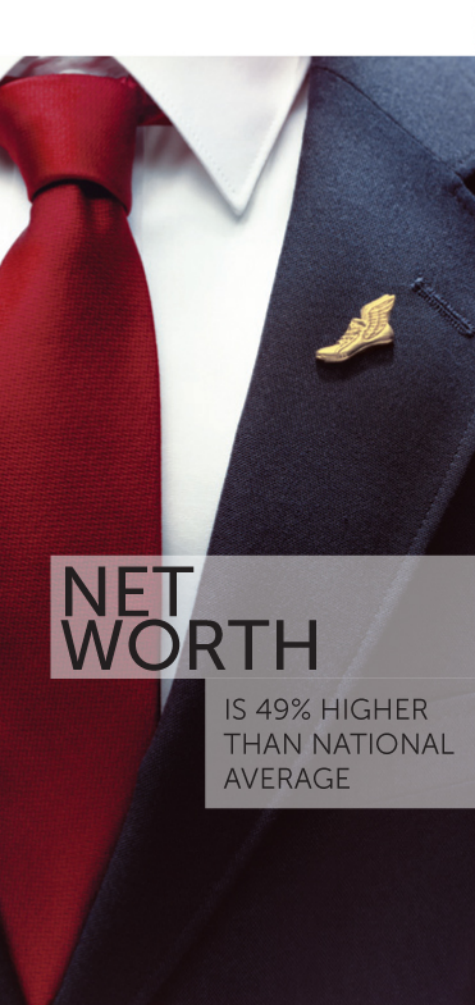
SAY ADVENTURE
EXTREMELY IMPORTANT



71%
ARE LIKELY
TO TRAVEL

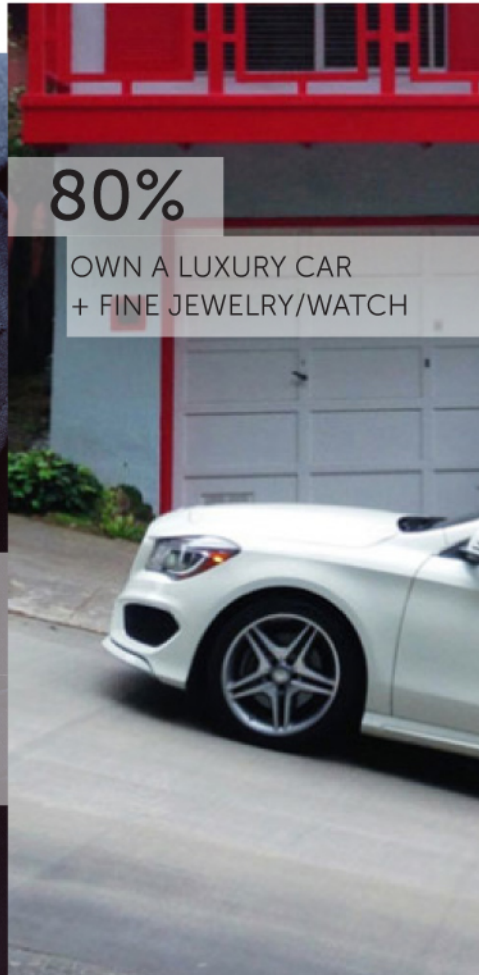


living a curated life around their passion not their lifestage



**NET
WORTH**

IS 49% HIGHER
THAN NATIONAL
AVERAGE

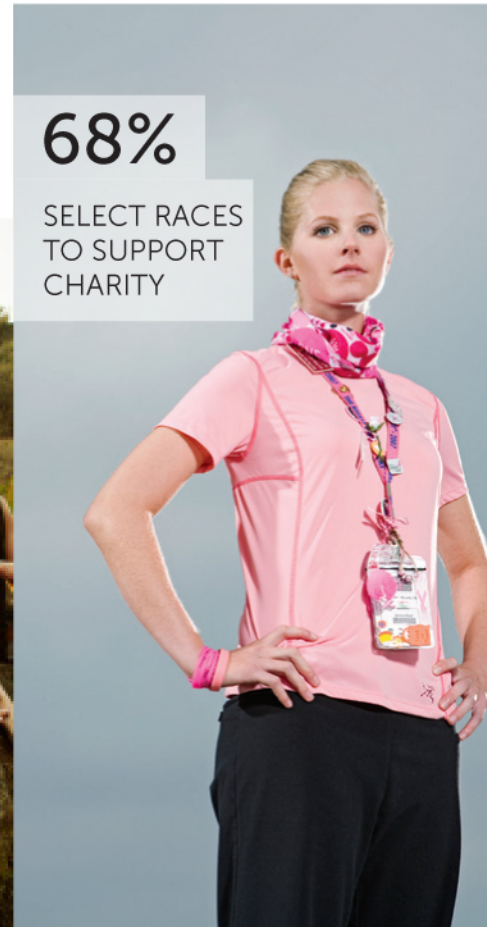


80%

OWN A LUXURY CAR
+ FINE JEWELRY/WATCH



MORE THAN
HALF
WILL BUY
CONSUMER
ELECTRONICS
THIS YEAR



68%

SELECT RACES
TO SUPPORT
CHARITY

*everyday is a good
day when you run*



living a *rich life now*



TRAVEL | SELF EXPRESSION | PERFORMANCE | AUTHENTICITY | EXPERIENCE | DISCOVERY | SHARING | SAVVY

Source: CEB Iconoculture macrorends, 2013

RW = best in class

14 selections in
**BEST AMERICAN
SPORTS WRITING**

**14 NATIONAL MAGAZINE
AWARD NOMINATIONS**
8 print and 6 digital

2014 MIN DIGITAL AWARD NOMINATIONS
Blog (Remy's World) + Video

JAMES BEARD FOUNDATION

**BEST IN CLASS
EDITORIAL
+ DESIGN**

WINNER
AD AGE MEDIA VANGUARD AWARD
Best integrated use of online tools + offline events

WINNER
PEOPLE'S CHOICE WEBBY WINNER
Best Sports Video
Webby-Nominated, Best Editing

STAND-OUT DESIGN
Society of Publication Designers
Society of Illustrators
American Illustration

**2014 ASME
NOMINATION
FOR GENERAL
EXPERIENCE**
PRINT AND DIGITAL

*2 billion
annual media
impressions*

GMA • ABC • ESPN • Rachel
Maddows • Recognized Experts

bart yasso
**GREATIST'S 100 MOST
INFLUENTIAL
PEOPLE IN HEALTH
+ FITNESS**

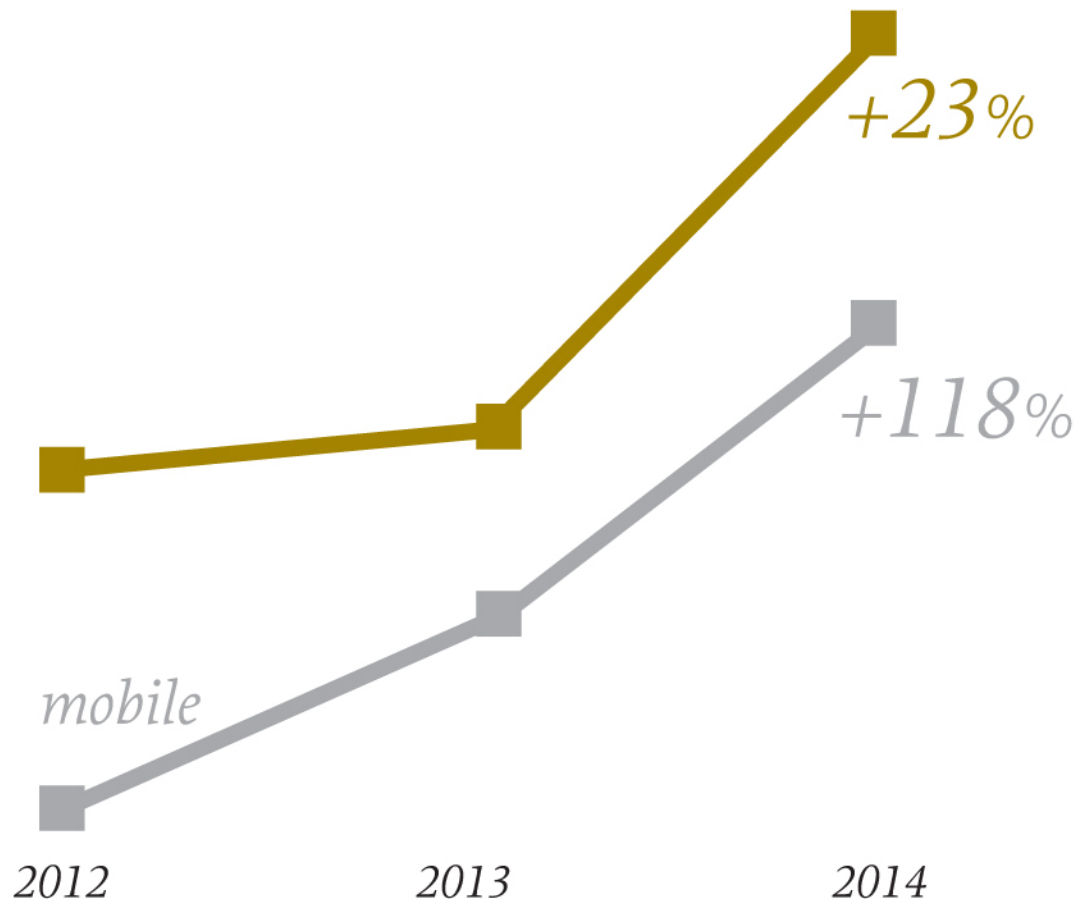
**HOT
LIST**

**FOUR-TIME
WINNER**



digital engagement

39
million
monthly
page views



5.5 million
monthly uniques

1 million+ VIDEO PLAYS | 72% ENGAGEMENT RATE

6:21 MINUTES PER SESSION



59% MOBILE ENGAGEMENT | NEWS PHOTOS BLOGS VIDEOS

upwardly *mobile*

mobile web



2 million
unique visitors

62% 59%
yoy of site
growth visitors

BLOGS • NEWSWIRE

320 x 50 rotational unit



tablets

78,671+
active readers

ZINIO • NOOK • KINDLE • GOOGLE

ipad only:

video • slideshow • tap to reveal

full custom content:

gear • travel • nutrition •
trail • women



flipboard



65,393
monthly readers

2.3 million
monthly flips
[page views]

display ads

25% SOV

sold on cpm per uniques
standard + rich media
expandable video units
in-banner image slideshows

social media

our reach is larger than backpacker, golf, golf digest, men's journal, outside, ski, skiing, and tennis combined!



*our Twitter following **crushes** the competition & is even **larger** than Sports Illustrated*



1.54M+
likes



125,128+
followers



286,930+
followers



893,900+
followers



59,775+
followers

RUNNER'S WORLD.COM
COMMUNITY

398,297+
members

RW readers are twice as social

loyal

NEARLY TWICE AS LIKELY TO **FOLLOW A BRAND**

engaged

TWICE AS LIKELY TO **POST** LINKS,
ARTICLES, VIDEOS, BLOGS, WEBSITES

action-oriented

TWICE AS LIKELY TO **BUY ONLINE**

7+ PRODUCT CATEGORIES

IN THE LAST MONTH

connected

TWICE AS LIKELY TO HAVE

3+ SOCIAL PROFILES



RW run streaks

HOLIDAY RUN STREAK

- 96% OF CONVERSATION OCCURRED ON TWITTER
- 16,600 CONVERSATION HITS

MORE THAN 8,000 STREAKERS JOINED VIA FACEBOOK

- 1.6 MILLION+ VIRAL EXPOSURE TO FRIENDS

23 MILLION PROMOTIONAL IMPRESSIONS

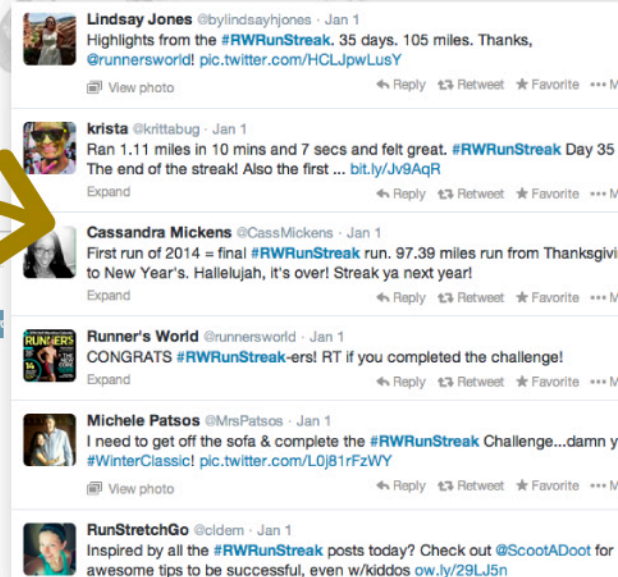
- 88 MILLION+ MEDIA IMPRESSIONS

5 WSJ STAFFERS PARTICIPATED AND BLOGGED

- 65 RUNNING BLOGGERS COVERED THE STREAK



THE WALL STREET JOURNAL.



RW blogger network

*real and influential runners/
blogger become evangelists
for your brand*

140 RUN-SPECIFIC BLOGGERS

- REPRESENTING 35 STATES
- PRIMARILY WOMEN AGE 24-38
- 1 MILLION+ TWITTER FOLLOWERS
- 960,000+ FACEBOOK FOLLOWERS
- 360,000+ INSTAGRAM FOLLOWERS

RUNNING LIFESTYLE

- HOW RUNNING INTERSECTS WITH DAILY LIFE
- SHOES + GEAR
- TRAINING + RACES
- NUTRITION + RECIPES
- RUNNING + PARENTING
- WEIGHT LOSS

16
million
monthly
page views





*running is a lifestyle
and an art—*

*more magic
than mechanics*



I'M A RUNNER
BEN GIBBARD
LEAD SINGER
DEATH CAB FOR CUTIE

running with the stars

GET IN PACE WITH THE PERSONALITIES WHO RUN FOR FITNESS, TO KEEP THEIR COOL AND TO RAISE MONEY FOR THE CAUSES THEY CARE ABOUT.

FEATURED CONTENT WITHIN MOTIVATION CHANNEL

- I'M A RUNNER
- EXCLUSIVE INTERVIEWS
- "MUST HAVES" VIDEO SERIES

*celebrities share their passion for running
plus their running essentials and rituals*

100% SOV SPONSORSHIP

- NATIVE ADVERTISING
- CUSTOM CONTENT
- CONTESTS
- PRE-ROLL + POST-ROLL
- SOCIAL MEDIA ENGAGEMENTS

marketing opportunities



urban escapes *video series*

DISCOVER THE BEST URBAN RUNS
AS REVEALED BY RW EDITORS.

10 VIDEO SERIES HOUSED IN RACES + PLACES CHANNEL

- CITY RUNDOWN
- WEATHER
- TERRAIN
- RACES
- COMMUNITY
- EATS + FUN
- BEST ROUTES
- RETAIL

*atlanta • boston • boulder • chicago • dallas • minneapolis •
phoenix • san diego • seattle • washington DC*

100% SOV SPONSORSHIP

- PRE-ROLL + POST-ROLL
- HOMEPAGE SLIDER
- RICH MEDIA UNITS
- SOCIAL MEDIA POSTS
- CONTEST
- #URBANRUN PHOTO GALLERY [USER GENERATED]

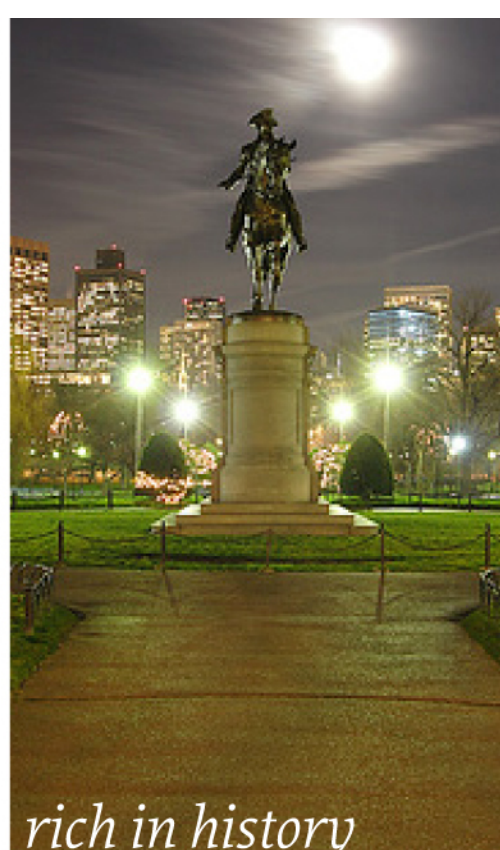
marketing opportunities



fiercely loyal



running mecca



rich in history



social



RUNNER'S WORLD
HEARTBREAK HILL
 • HALF & FESTIVAL •

BOSTON, MA • JUNE 6-8, 2014

- 5-K, 10-K, AND HALF-MARATHON DISTANCES
- FREE KIDS RUN
- HEALTH + FITNESS EXPO
- SEMINARS
- PRE-RACE DINNER
- KEYNOTE ADDRESS
- FINISH LINE FESTIVAL

10,000 FIELD LIMIT IN 2014

CATEGORY-EXCLUSIVE SPONSOR OPPORTUNITIES
 PRESENTING • PRINCIPAL • SUPPORTING

an iconic city



RUNNER'S WORLD **HALF & FESTIVAL**

PRESENTED BY
ALTRA
ZERO DROP™ FOOTWEAR

BETHLEHEM, PA • OCTOBER 17-19, 2014

- HALF-MARATHON
- 5-K, 10-K, AND KIDS RUN ON SATURDAY
- HEALTH + FITNESS EXPO
- SEMINARS WITH THE EXPERTS
- RUNNING LEGENDS
- RUNNING MOVIES
- DINNER WITH THE EDITORS

6,000 RUNNERS

13,500+ EXPO ATTENDEES

CATEGORY-EXCLUSIVE SPONSOR OPPORTUNITIES
PRESENTING • PRINCIPAL • SUPPORTING

in our own backyard



*the true essence of
running is **passage**
to a bigger world*