

# WHERE ATHLETES GO TO FIND THE LATEST ENDURANCE EVENTS



RUNNING

WALKING

CYCLING

MULTISPORT



**RACEPLACE**

*Find Your Finish Line*

# WHO WE ARE

*Our mission is to work with thousands of event organizers and organizations to provide the most complete, comprehensive and easy to use calendar of endurance events*



**1985**  
ESTABLISHED



**205K**  
ANNUAL  
DISTRIBUTION



**30K**  
UNIQUE  
SITE VISITORS  
PER MONTH



**60K**  
EMAIL  
SUBSCRIBERS

In 1985, RACEPLACE Magazine was created by athletes who wanted an easier way to view a calendar of upcoming events in their area (Running, Walking, Cycling, and Multisport). RACEPLACE Magazine, a free publication, was born and quickly made its way into nearly every running store and event finish line in Southern California.

Today, RACEPLACE Magazine is distributed to over 200,000 people annually throughout Southern California, including 250+ stores and facilities as well as nearly 250 events. RACEPLACE.com sees 30,000 unique visitors per month and maintains a 60,000 person membership email list in Southern California.

Our mission today is the same as it was in 1985: to work with thousands of event organizers and organizations to provide the most complete and comprehensive calendar of endurance events.



# OUR AUDIENCE



53.5%  
FEMALE



46.6%  
MALE

## AUDIENCE AGE

7.20%	27.71%	27.36%	22.63%	10.40%	4.71%
18-24	25-34	35-44	45-54	55-64	65+

Our audience is primarily made up of healthy lifestyle consumers that use endurance events and activities as a way to fuel their health and fitness. We have slightly more female customers (53.5%) vs. male (46.6%) and our customer is primarily between 25-54 years of age.

## Our four customer profiles:

- |   |                               |  |     |
|---|-------------------------------|--|-----|
| 1 | <b>MULTIPLE EVENTS</b>        | Participates in multiple events per year, highly competitive               | 23% |
| 2 | <b>FITNESS PARTICIPANT</b>    | Fairly competitive, participates in a few events per year to stay in shape | 52% |
| 3 | <b>LEISURE PARTICIPANT</b>    | Recreational athlete that might participate in 1 event per year            | 15% |
| 4 | <b>FIRST-TIME PARTICIPANT</b> | First time 5K athlete or new athlete                                       | 10% |

# OUR REACH

## RACEPLACE MAGAZINE (SOCAL)



800+

LOCATIONS IN SO-CAL - RUN, CYCLING & FITNESS CENTERS



200

EVENTS PER YEAR RECEIVE RACEPLACE MAGAZINE



34,000

COPIES DISTRIBUTED 6 TIMES/YEAR

## RACEPLACE DIGITAL (NATIONWIDE)



30K

UNIQUE SITE VISITORS PER MONTH



60K

EMAIL SUBSCRIBERS



1,000

EVENT SEARCHES PER DAY ONLINE

## MAGAZINE LOCATIONS

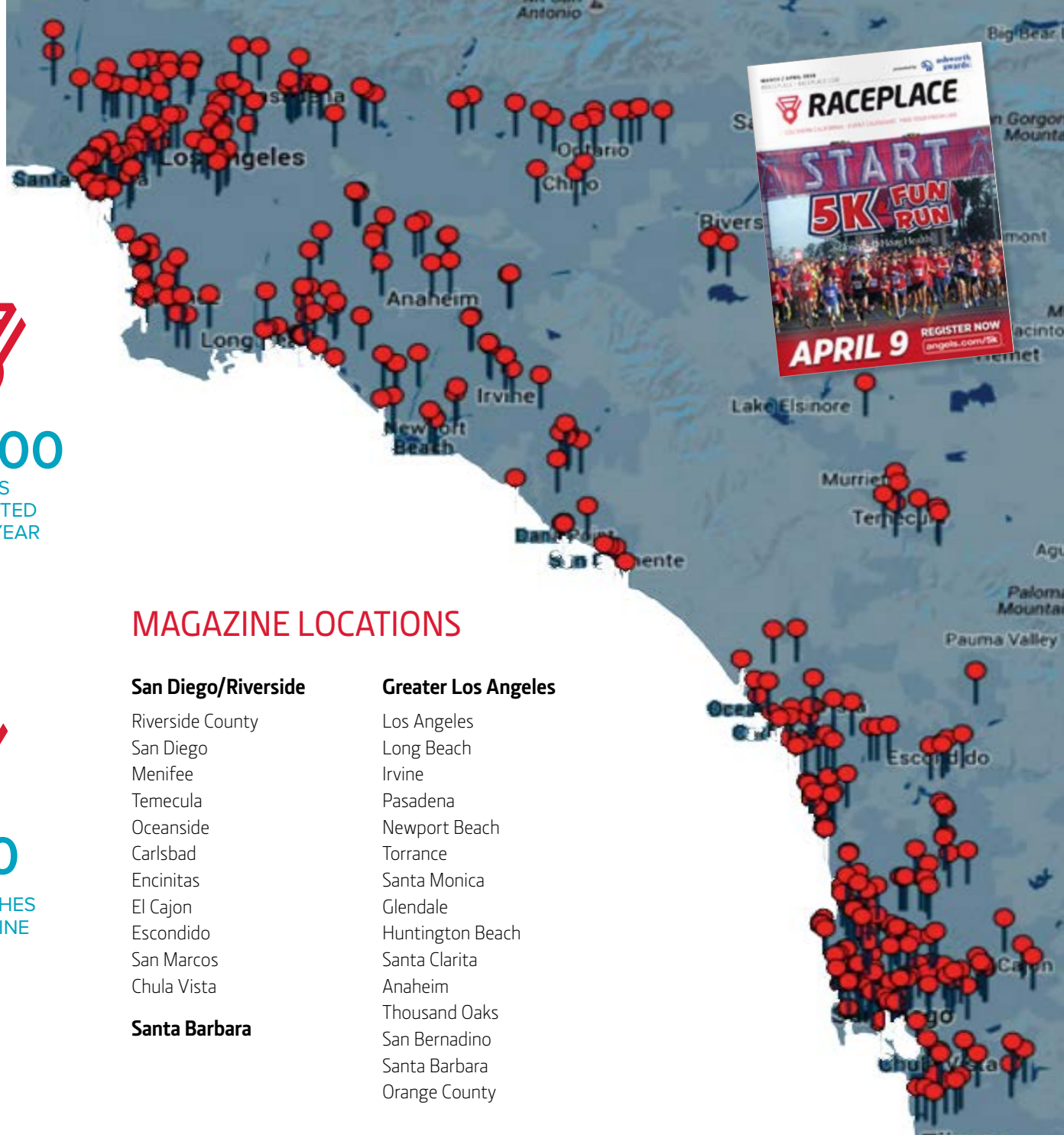
### San Diego/Riverside

Riverside County  
San Diego  
Menifee  
Temecula  
Oceanside  
Carlsbad  
Encinitas  
El Cajon  
Escondido  
San Marcos  
Chula Vista

### Santa Barbara

### Greater Los Angeles

Los Angeles  
Long Beach  
Irvine  
Pasadena  
Newport Beach  
Torrance  
Santa Monica  
Glendale  
Huntington Beach  
Santa Clarita  
Anaheim  
Thousand Oaks  
San Bernadino  
Santa Barbara  
Orange County





# PRODUCTS RACEPLACE MAGAZINE

FRONT COVER



2 PAGE SPREAD



BACK COVER



FULL PAGE



HALF PAGE



QUARTER PAGE





# RATES & SPECIFICATIONS RACEPLACE MAGAZINE

## 2016 RACEPLACE MAGAZINE EDITORIAL CALENDAR

Issue	Editorial	Reservation Deadline	Asset Deadline	Available
January/February	2016 – Find Your Finish	12/1/15	12/5/15	12/31/15
March/April	Spring Events & Activities	2/14/16	2/15/16	2/27/16
May/June	Summer Events & Activities	4/17/16	4/18/16	4/29/16
July August	Summer Events & Activities	6/19/16	6/20/16	6/30/16
September/October	Events and Activities	8/19/16	8/20/16	8/29/16
November/December	Events and Activities	10/18/16	10/19/16	10/30/16

## 2016 RACEPLACE MAGAZINE AD RATES

Ad Type	Price Per Edition
Event Spotlight 2 Page Package (Optional 4)	\$2,500
Front Cover San Diego or Southern California (Gloss)	\$2,000
Back Cover San Diego or Southern California (Gloss)	\$1,700
2 Page Spread	\$1,700
Inside Front Cover	\$1,200
Inside Back Cover	\$1,100
Full Page 4 Color	\$800
Full Page Black & White	\$525
Half Page 4 Color	\$525
Half Page Black & White	\$300
Quarter Page 4 Color	\$300
Calendar Listing	\$60
Add bold to calendar listing	\$10



## PRINT AD REQUIREMENTS

1. All documents must be in PDF format built to size as indicated on the next page. Add .25-inch bleed, all four sides, if full page ad is intended to bleed.
2. Ads should be composite CMYK if 4-color, grayscale if black and white.
3. Please make sure all images and colors are CMYK, not RGB.
4. Please DO NOT send ads with printer, crop, or registration marks.
5. All fonts must be embedded in the PDF.
6. Recommended page layout programs are InDesign, QuarkXpress, and Pagemaker.
7. Recommended programs are Photoshop and Illustrator.
8. All black text should be black only. Do not use registration black in the color palette or any other combination of CMYK values.
9. Recommended DPI for all images and final PDF is 300.

## SENDING FILES

Email file to [info@raceplace.com](mailto:info@raceplace.com) and identify your attachment by year, edition, and event name. (Ex: 15JanFeb.CustomerEvent.pdf)

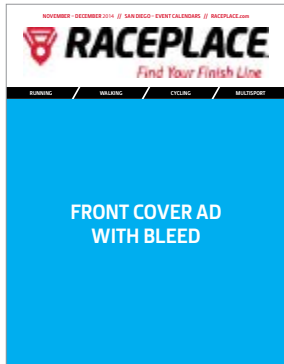
**If the file is too large to email, submit your file via FTP:**

1. Go to <ftp://66.146.168.195>
2. **Username:** rpincoming  
**Password:** ftprp
3. Drag file into the page
4. Send email to [info@raceplace.com](mailto:info@raceplace.com) letting us know of your submission

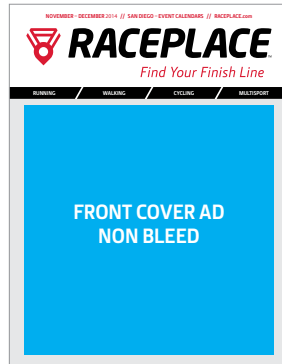
## QUESTIONS OR COMMENTS?

Email [info@raceplace.com](mailto:info@raceplace.com) or call 858.485.9806

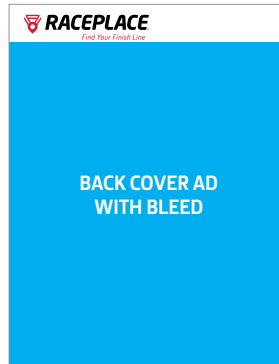
# AD SIZES RACEPLACE MAGAZINE PRINT ADS



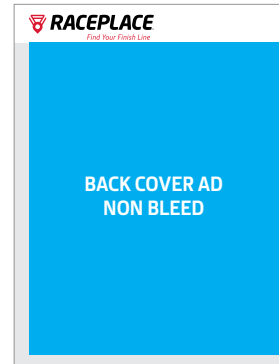
**Front Cover Ad – With Bleed**  
 (4 Color – Gloss)  
 Full-Bleed: 8.625" W x 8.25" H  
 Trim Size: 8.125" W x 7.75" H  
 Live Area: 7.25" W x 7.25" H



**Front Cover Ad – Non Bleed**  
 (4 Color – Gloss)  
 Non Bleed: 7.25" W x 7.25" H



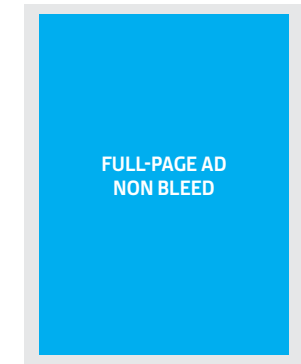
**Back Cover Ad – With Bleed**  
 (4 Color – Gloss)  
 Full-Bleed: 8.625" W x 9.875" H  
 Trim Size: 8.125" W x 9.375" H  
 Live Area: 7.25" W x 9.0625" H



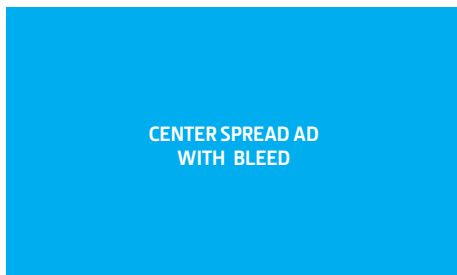
**Back Cover Ad – Non Bleed**  
 (4 Color – Gloss)  
 Non Bleed: 7.25" W x 9.0625" H



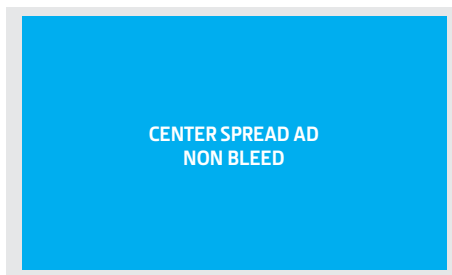
**Full-Page Ad – With Bleed**  
 (Newsprint)  
 Full-Bleed: 8.625" W x 11" H  
 Trim Size: 8.125" W x 10.5" H  
 Live Area: 7.25" W x 9.875" H



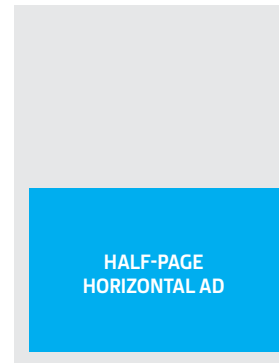
**Full-Page Ad – Non Bleed**  
 (Newsprint)  
 Non Bleed: 7.25" W x 9.875" H



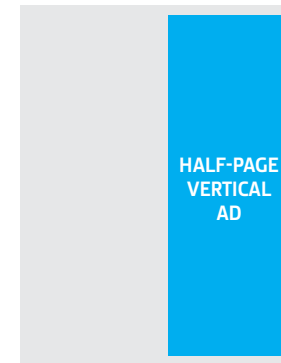
**Center Spread Ad – With Bleed**  
 (Newsprint)  
 Full-Bleed: 16.625" W x 11.125" H  
 Trim Size: 16.25" W x 10.5" H  
 Live Area: 15.125" W x 9.875" H



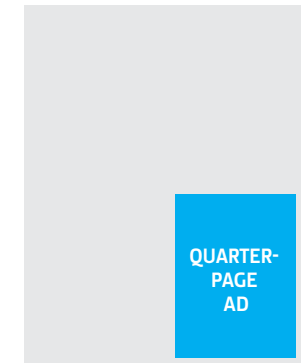
**Center Spread Ad – Non Bleed**  
 (Newsprint)  
 Non Bleed: 15.125" W x 9.875" H



**Half-Page Horizontal Ad**  
 (Newsprint)  
 Live Area: 7.25" W x 4.75" H  
 Please include border



**Half-Page Vertical Ad**  
 (Newsprint)  
 Live Area: 3.5" W x 9.875" H  
 Please include border



**Quarter-Page Ad**  
 (Newsprint)  
 Live Area: 3.5" W x 4.75" H  
 Please include border



# PRODUCTS RACEPLACE.COM ONLINE ADS

## NATIVE ADVERTISING

Ads that look and feel just like all of the other content on the page. These highly effective ad units that lead the way in mobile and desktop click performance.

### Event Spotlight

Premium Position above the search area at the top of the calendar



**Ad** Pasadena Half Marathon & 5K at the Rose Bowl

January 22, 2017 @ 7:00am  
Pasadena, CA 91103  
Running > 5k, Half Marathon

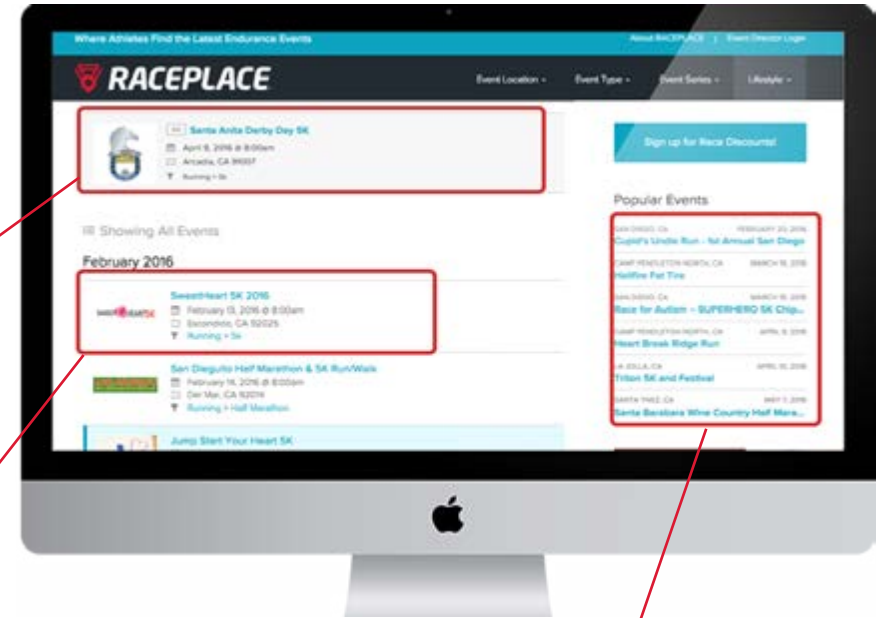
### Search Insert

This ad shows directly above and below the event listings



**Ad** Ventura Marathon

September 11, 2016 @ 6:00am  
Ventura, CA 93001  
Running > Half Marathon, Marathon



## Popular Events

- SAN DIEGO, CA MARCH 19, 2016  
**Race for Autism – SUPERHERO 5K Chip-...**
- CAMP PENDLETON NORTH, CA MARCH 19, 2016  
**Hellfire Fat Tire**
- CAMP PENDLETON NORTH, CA APRIL 9, 2016  
**Heart Break Ridge Run**

CALL OR EMAIL US TO PUT A MEDIA PLAN TOGETHER  
858.485.9806 - [ADVERTISE@RACEPLACE.COM](mailto:ADVERTISE@RACEPLACE.COM)

# PRODUCTS RACEPLACE.COM ONLINE ADS

## BRAND ADVERTISING

Make your event stand out by adding your design to our banners, medium rectangle and pop up ads on raceplace.com. Utilize your brand message with a custom design that sets you apart from other races. .gif files accepted for increased creative rotation.

Medium Rectangles  
Size: 300x170 px



Banner Leaderboard top of site  
Size: 728x90 px



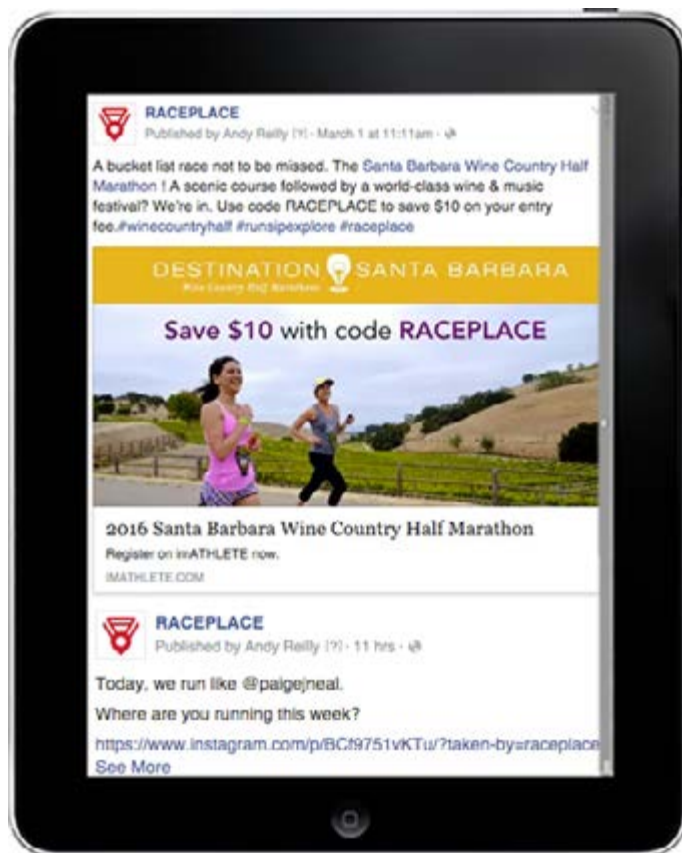
Homepage Pop Up Ad  
800x500



# PRODUCTS SOCIAL PROMOTED POSTING

## SOCIAL PROMOTED POSTS

Get in front of our actively engaged social community through promoted posts, brand stories



## 2016 RACEPLACE.COM ONLINE AD RATES

Online Ads	Price Per Month
Banner Leaderboard	\$350
Homepage Pop Up Ad	\$400
Event Spotlight Main Ad	\$300
Medium Rectangle Ad	\$250
Search Insert Ad	\$200
Featured Event –Text Ad	\$200
Social promoted post	\$50

- Ask for special packages for larger advertisers and brands.
- 10 must be signed to secure inventory

CALL OR EMAIL US TO PUT A MEDIA PLAN TOGETHER  
858.485.9806 - ADVERTISE@RACEPLACE.COM



# PRODUCTS DIRECT EMAIL MARKETING

## 2015 RACEPLACE DIRECT EMAIL MARKETING RATES

Product	Price per 1000 opens	Requirement
Special Discount Email – Full List	\$55	Must include an exclusive discount
Special Discount Email – Targeted	\$60	Must include an exclusive discount

- Utilized with only select advertisers.
- IO must be signed to secure inventory.
- Assets Due 14 days before email send.

## ASSETS NEEDED

- High resolution logo
- Event Images – 3 minimum
- Discount or offer (must be exclusive to RACEPLACE)
- Content – 250 words of copy highlighting the event

## QUESTIONS OR COMMENTS?

Email [info@raceplace.com](mailto:info@raceplace.com) or call 858.485.9806

## YOUR EVENT PROMOTION



### Your Event Promoted with RACEPLACE Direct Email Marketing

Quiam int volere perio beatasi mintem aut eium unt, qui si conet omodignient abore omnimagnamet veliquametum saped quidem endipsandent molorpo renihilitas cum sit, eum faccaborre plique velectatem qui re veris am que et fuga.

Nem nonectem ium am vellit od quaspel liquia qui cullabo reritint la volorep udaecto et eari inulpa eatibusci ilit, nistemo luptiscitam que as dit, quiam, qui berspienis reptis ditionserem et vercide stibusae volenihit, sed qui odi te voluptus aut volo dolorrum.

[REGISTER TODAY!](#)

SAN DIEGO  
HALF MARATHON  
**SD**  
*i will*  
SPEND LESS TIME  
**WORRYING**  
PRIORITIZE MY  
**HEALTH, &**  
TRAIN TO RUN  
**HALF MARATHON**





**GET YOUR EVENTS DISCOVERED TODAY**

**SIGNUP**

RUNNING

WALKING

CYCLING

MULTISPORT

RACEPLACE, Inc.  
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