

# WHERE ATHLETES GO TO FIND THE LATEST ENDURANCE EVENTS

RUNNING

WALKING

CYCLING

MULTISPORT

 **RACEPLACE**  
**MEDIA KIT**

# WHO WE ARE

*We believe when runners, cyclists and triathletes find their finish line, they become better, healthier and more accomplished humans; and we're passionate about giving them the support they need every step of the way. Our Mission is to connect people with the races, communities and information that improve their health and wellness*

## OUR STORY

In 1984, in San Diego, California, a quickly growing endurance community was facing a challenge: Athletes needed an easy-to-use resource to find all the upcoming running, cycling and multisport races in their area. In 1985, founder Rob Wallack along with original owners Mike and Rose Reilly worked together to bring an idea to life to conquer this challenge.

The idea was to provide athletes with free access to a print calendar of the upcoming races in their area. RACEPLACE Magazine was born – and has been on an amazing ride ever since.

By 1990, it made its way into nearly 1,000 running stores, fitness shops and finish lines, and became the leading resource for finding races in Southern California. In 2001, RACEPLACE.com was released and provided the same services to those that wanted to find their races online.

To this day, we're a family owned business focused on delivering for our customers and supporting their journey from start to finish, and everything inbetween.





# 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	MULTIPLE EVENTS	Participates in multiple events per year, highly competitive	23%
2	FITNESS PARTICIPANT	Fairly competitive, participates in a few events per year to stay in shape	52%
3	LEISURE PARTICIPANT	Recreational athlete that might participate in 1 event per year	15%
4	FIRST-TIME PARTICIPANT	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 RACE-  
PLACE 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

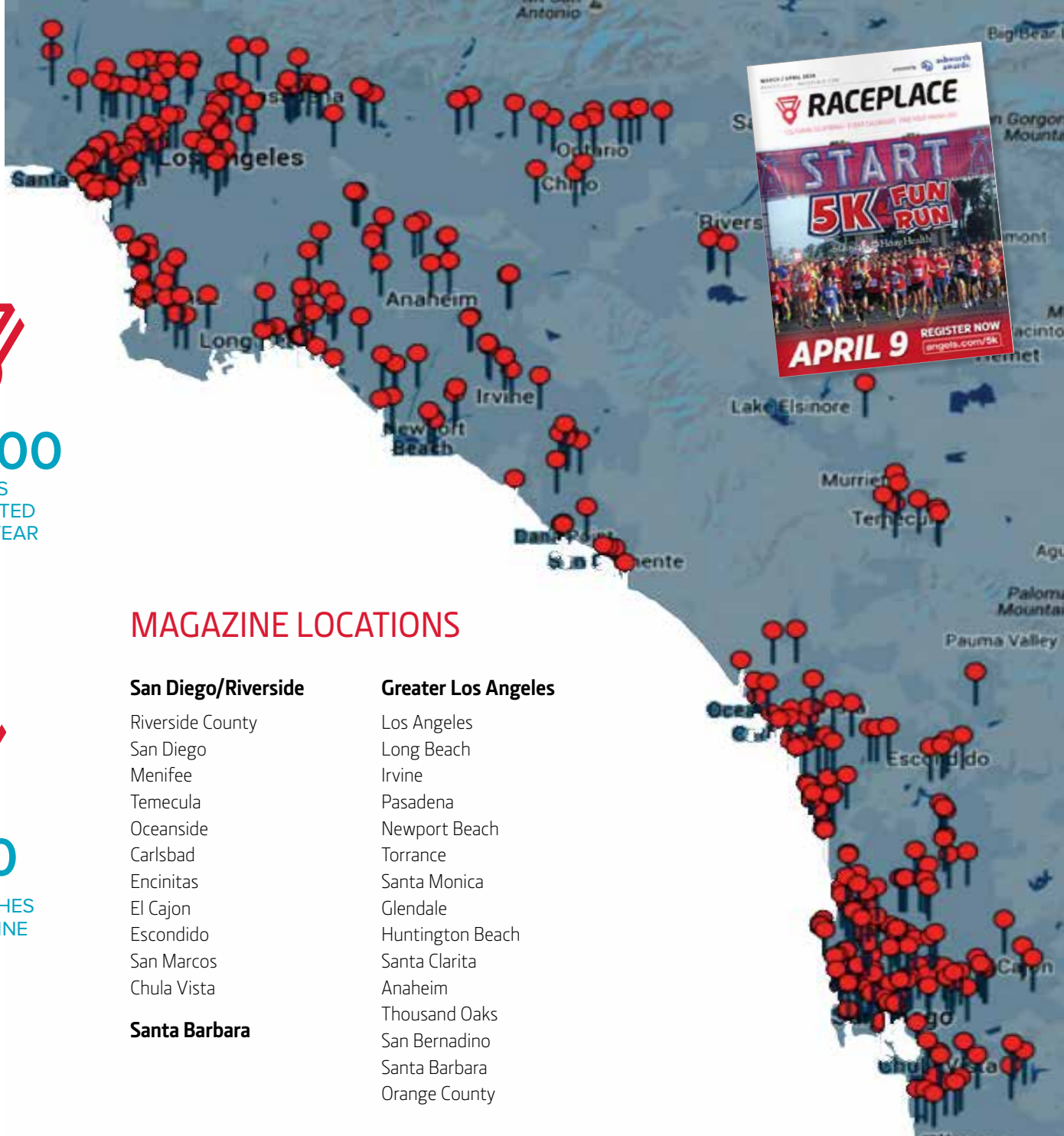
### San Diego/Riverside

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



## PRODUCTS RACEPLACE MAGAZINE


FOR \$60, ADD YOUR EVENT TO THE RACEPLACE MAGAZINE CALENDAR. YOUR EVENT WILL BE PRINTED IN UP TO 6 EDITIONS, OR UNTIL YOUR EVENT DATE.

[illegible]

Add your events  
to the online  
& print calendar

SIGNUP

FOR \$10 EXTRA, MAKE YOUR EVENT STAND OUT BY MAKING IT **BOLD**

 America's Finest Corporate Dash  
June 23, 2016  
San Diego, CA 92108  
Running > 5k

# RATES & SPECIFICATIONS RACEPLACE MAGAZINE ADS

## 2017 RACEPLACE MAGAZINE EDITORIAL CALENDAR

Issue	Editorial	Reservation Deadline	Asset Deadline	Available
January/February	2017 – Find Your Finish	12/15/16	12/21/16	12/31/16
March/April	Spring Events & Activities	2/14/17	2/17/17	2/27/17
May/June	Summer Events & Activities	4/19/17	4/21/17	4/29/17
July August	Summer Events & Activities	6/20/17	6/23/17	6/30/17
September/October	Events and Activities	8/18/17	8/23/17	8/29/17
November/December	Events and Activities	10/19/17	10/24/17	10/30/17

## 2017 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

SEE NEXT PAGE  
FOR AD SIZES

## 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** and identify your attachment by year, edition, and event name.  
(Ex: 15JanFeb.CustomerEvent.pdf)

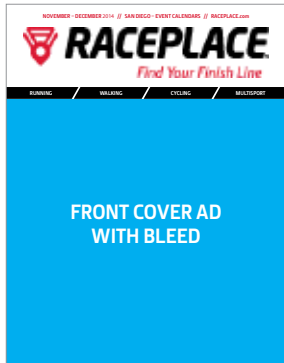
**If the file is too large to email, submit your file via FTP:**

1. Go to **ftp://66.146.168.195**
2. **Username:** rpincoming  
**Password:** ftpwp
3. Drag file into the page
4. Send email to **info@raceplace.com** letting us know of your submission

## QUESTIONS OR COMMENTS?

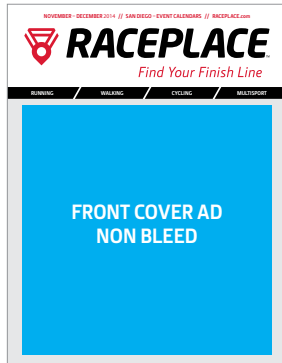
Email **info@raceplace.com** or call 858.485.9806

# AD SIZES RACEPLACE MAGAZINE PRINT ADS



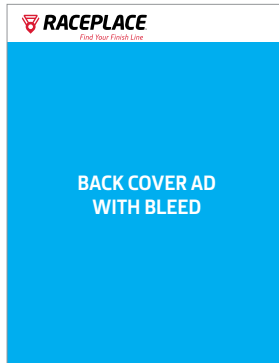
FRONT COVER AD  
WITH BLEED

**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



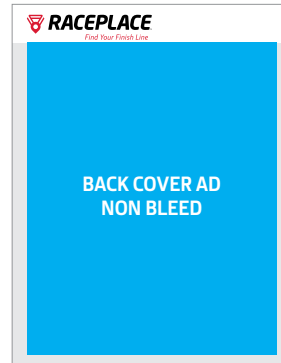
FRONT COVER AD  
NON BLEED

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



BACK COVER AD  
WITH BLEED

**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



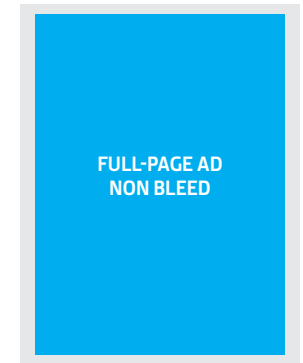
BACK COVER AD  
NON BLEED

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



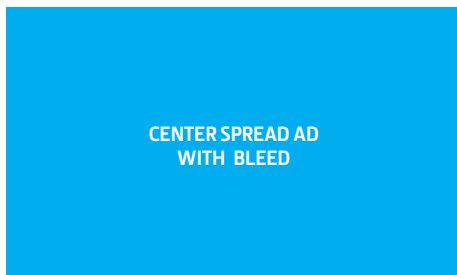
FULL-PAGE AD  
WITH BLEED

**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



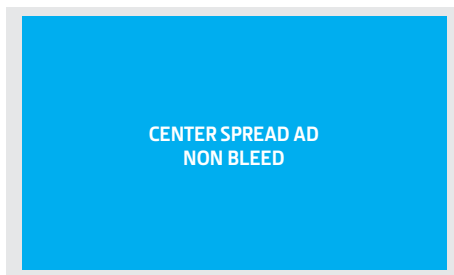
FULL-PAGE AD  
NON BLEED

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



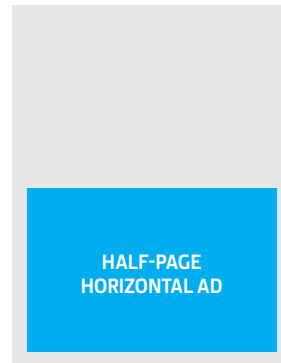
CENTER SPREAD AD  
WITH BLEED

**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



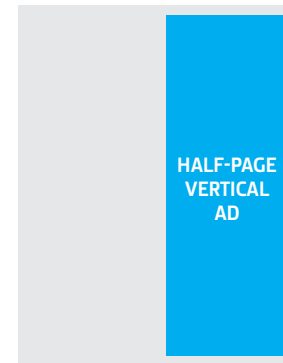
CENTER SPREAD AD  
NON BLEED

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



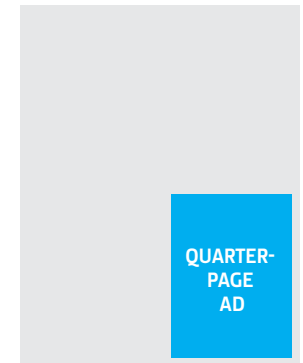
HALF-PAGE  
HORIZONTAL AD

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



HALF-PAGE  
VERTICAL  
AD

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



QUARTER-  
PAGE  
AD

**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.

### Search Insert Ads

This ad shows directly above or below the event listings on the calendar



#### Ad 2017 Special Edition Divas Half Marathon

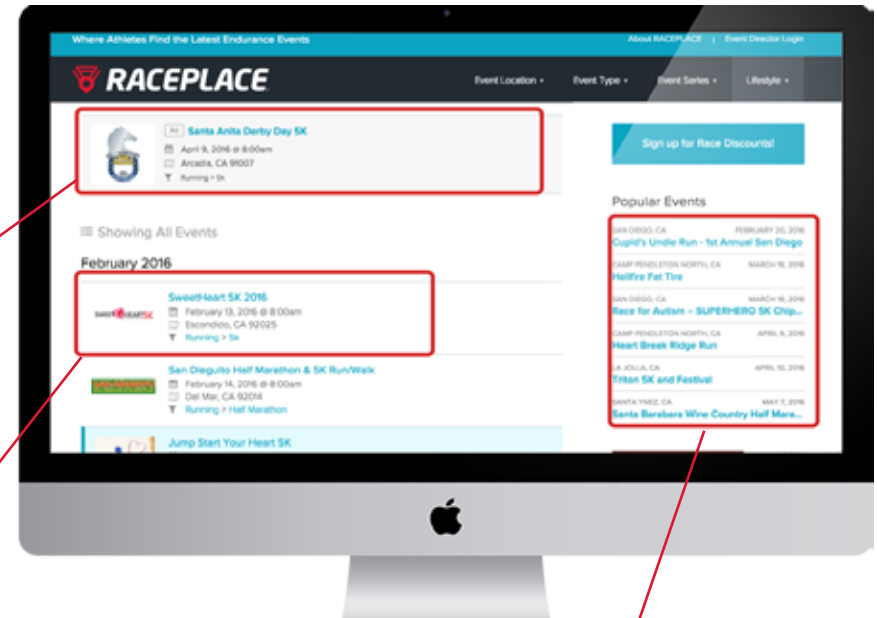
Sat - Feb 18, 2017 @ 7:00:00 AM  
 Temecula, CA 92591  
 Running > 5k, Half Marathon > Divas Half Marathon  
 Discount Available



#### Ad Los Cabos Half Marathon 2017

Sun - Feb 12, 2017 @ 7:00:00 AM  
 San Jose Del Cabo, CA 23400  
 Running > 5k, Half Marathon

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



## 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**

# 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



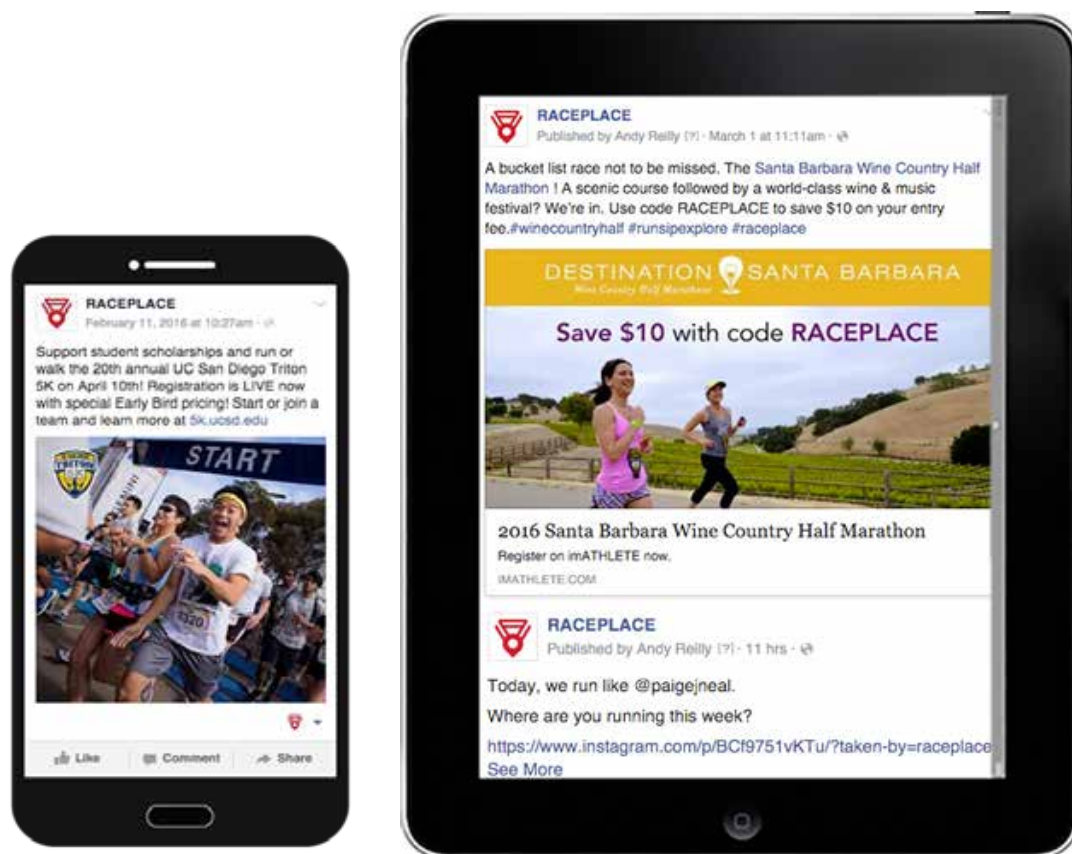
Homepage Pop Up Ad  
800x500



# PRODUCTS SOCIAL PROMOTED POSTING

## FACEBOOK PROMOTED POSTS

We target customers through promoted posts and brand stories on facebook to drive them to your event registration pages



## 2016 RACEPLACE.COM ONLINE AD RATES

Online Ads	Price Per Month
Homepage Pop Up Ad	\$400
Banner Leaderboard Top	\$350
Medium Rectangle Ad	\$250
Search Insert Ad	\$250
Featured Event –Text Ad	\$50
Social promoted Post	\$350

- 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](mailto:ADVERTISE@RACEPLACE.COM)



# PRODUCTS DIRECT EMAIL MARKETING

## 2017 RACEPLACE DIRECT EMAIL MARKETING RATES

Product	Price per Send	Requirement
Email Exclusive - Full List (60k Subscribers)	\$400	Must include an exclusive discount
Email Exclusive - Partial List = 20-40k Subscribers	\$300	Must include an exclusive discount

- Greater LA list = 23k, San Diego List = 26k,
- Ask for other locations and pricing
- IO must be signed to secure inventory.


## 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 volore perio beatasi mintem aut eium unt, qui si conet ommodignient abore omnimagmet veliquamet saped quidem endipsandent molorpo renihilitas cum sit, eum faccobre 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 eatibuscit 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**



**20TH ANNIVERSARY**

**Surf City**

**Want a PR and some major BLING?**

**SIGN UP FOR SURF CITY BEFORE THE PRICE GOES UP**

BEACH - FULL & HALF MARATHON DISTANCES - SPECIAL 20TH ANNIVERSARY MEDALS -  
FLAT COURSE - JUSTIN QUALIFIER - 3-DAY BEER GARDEN - LONG SLEEVE TECH SHIRTS - LIVE BANDS

**REGISTER NOW & LOCK IN YOUR SPOT!**

Join over 20,000 of runners from around the world on the



# GET YOUR EVENTS DISCOVERED TODAY

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