WHERE ATHLETES GO TO FIND THE LATEST ENDURANCE EVENTS

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

70K
UNIQUE SITE VISITORS PER MONTH

60K
EMAIL SUBSCRIBERS

3,000
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
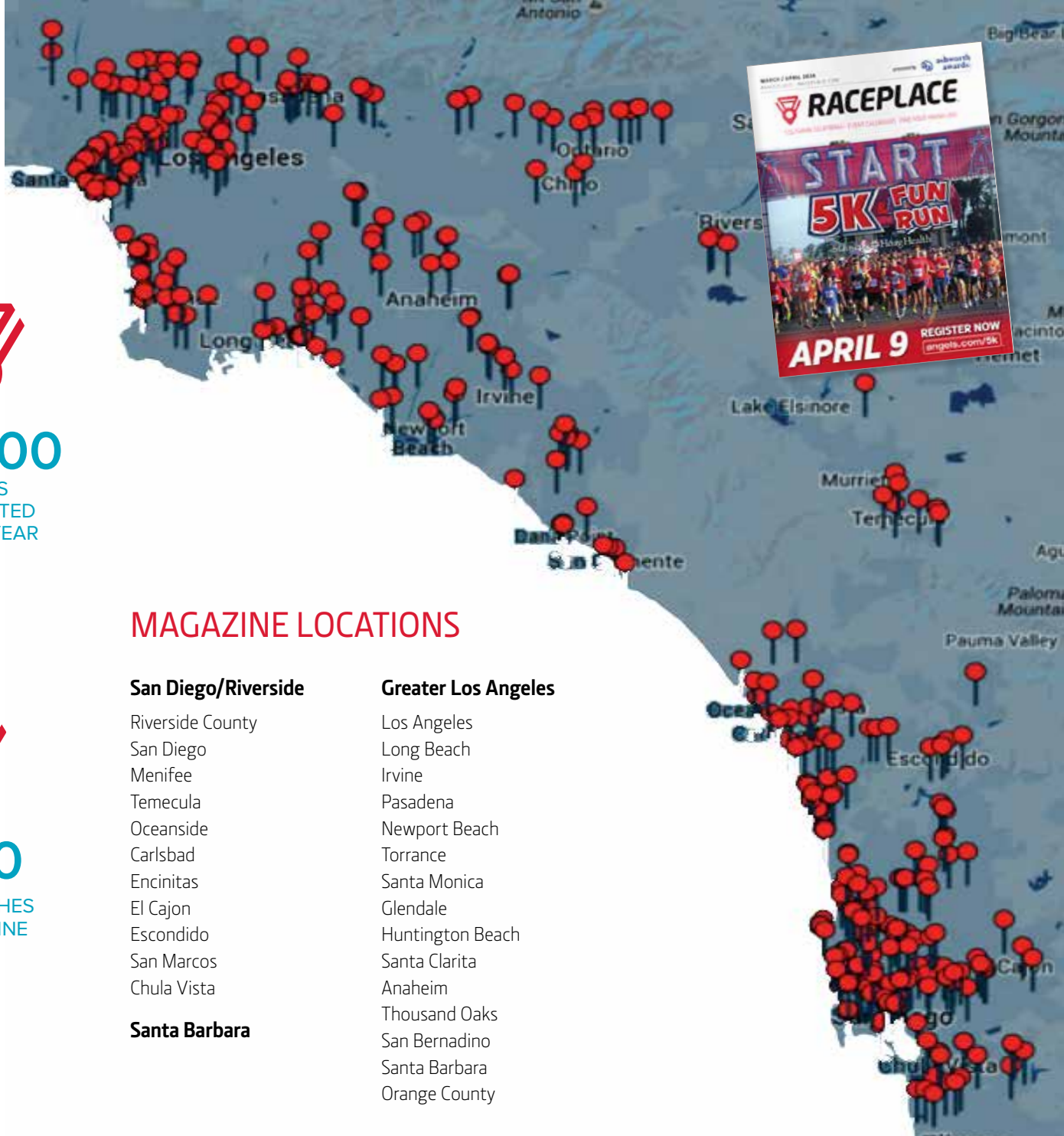
FRONT COVER

2 PAGE SPREAD

BACK COVER

FULL PAGE

HALF PAGE

QUARTER PAGE

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.

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

2018 RACEPLACE MAGAZINE EDITORIAL CALENDAR

Issue	Editorial	Reservation Deadline	Asset Deadline	Available
January/February	2018 – Find Your Finish	12/15/17	12/21/17	12/31/17
March/April	Spring Events & Activities	2/14/18	2/17/18	2/27/18
May/June	Summer Events & Activities	4/19/18	4/21/18	4/29/18
July August	Summer Events & Activities	6/20/18	6/23/18	6/30/18
September/October	Events and Activities	8/18/18	8/23/18	8/29/18
November/December	Events and Activities	10/19/18	10/24/18	10/30/18

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)

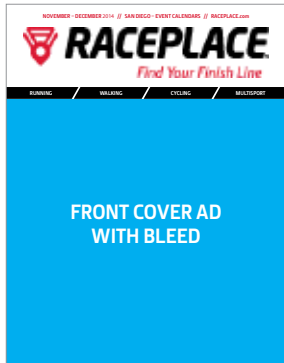**If the file is too large to email, submit your file via FTP:**

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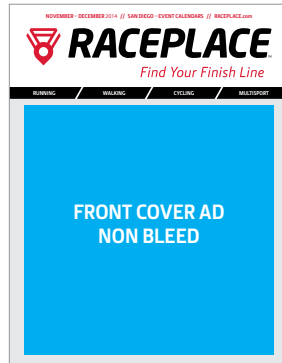4. Send email to **info@raceplace.com** letting us know of your submission

QUESTIONS OR COMMENTS?

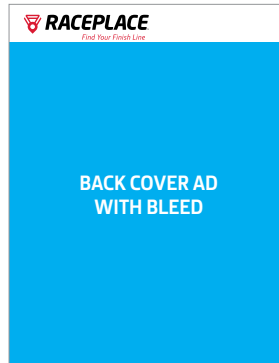Email **info@raceplace.com** or call 858.485.9806
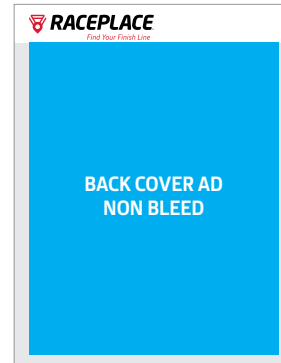
AD SIZES RACEPLACE MAGAZINE PRINT ADS

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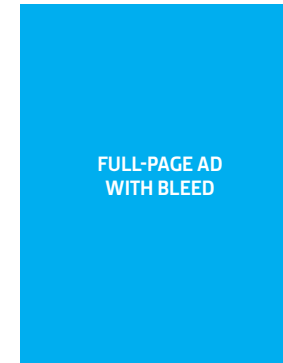Live Area: 7.25" W x 7.25" H

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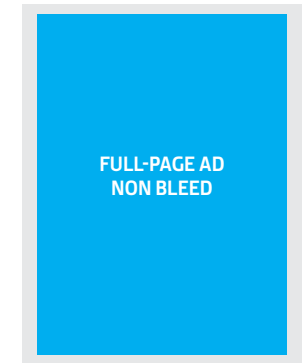(4 Color – Gloss)
Non Bleed: 7.25" W x 7.25" H

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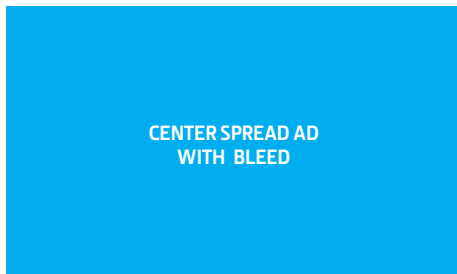Trim Size: 8.125" W x 9.375" H
Live Area: 7.25" W x 9.0625" H

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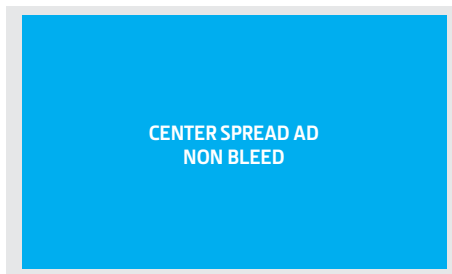Non Bleed: 7.25" W x 9.0625" H

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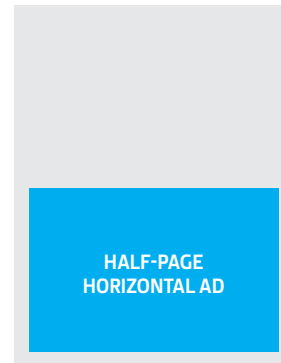Live Area: 7.25" W x 9.875" H

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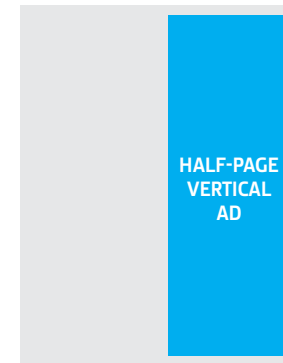(Newsprint)
Non Bleed: 7.25" W x 9.875" H

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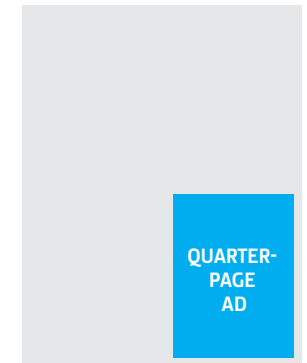Live Area: 15.125" W x 9.875" H

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

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

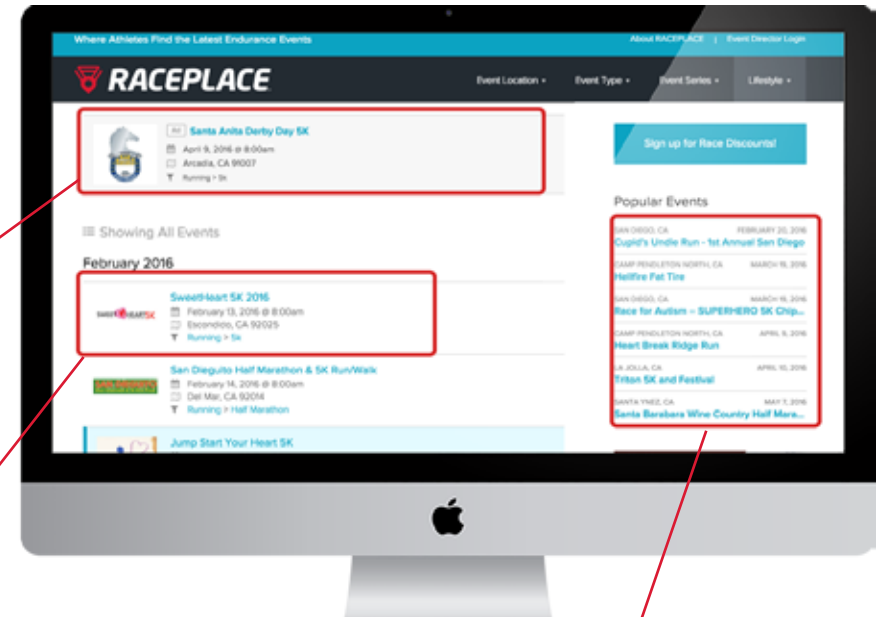**Ad** 2017 Special Edition Divas Half Marathon

🗓 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

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

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.

Homepage Pop Up Ad
800x500

Medium Rectangles
Size: 300x170 px

Banner Leaderboard top of site
Size: 728x90 px

FACEBOOK PROMOTED POSTS

We target customers through promoted posts and brand stories on facebook to drive them to your event registration pages
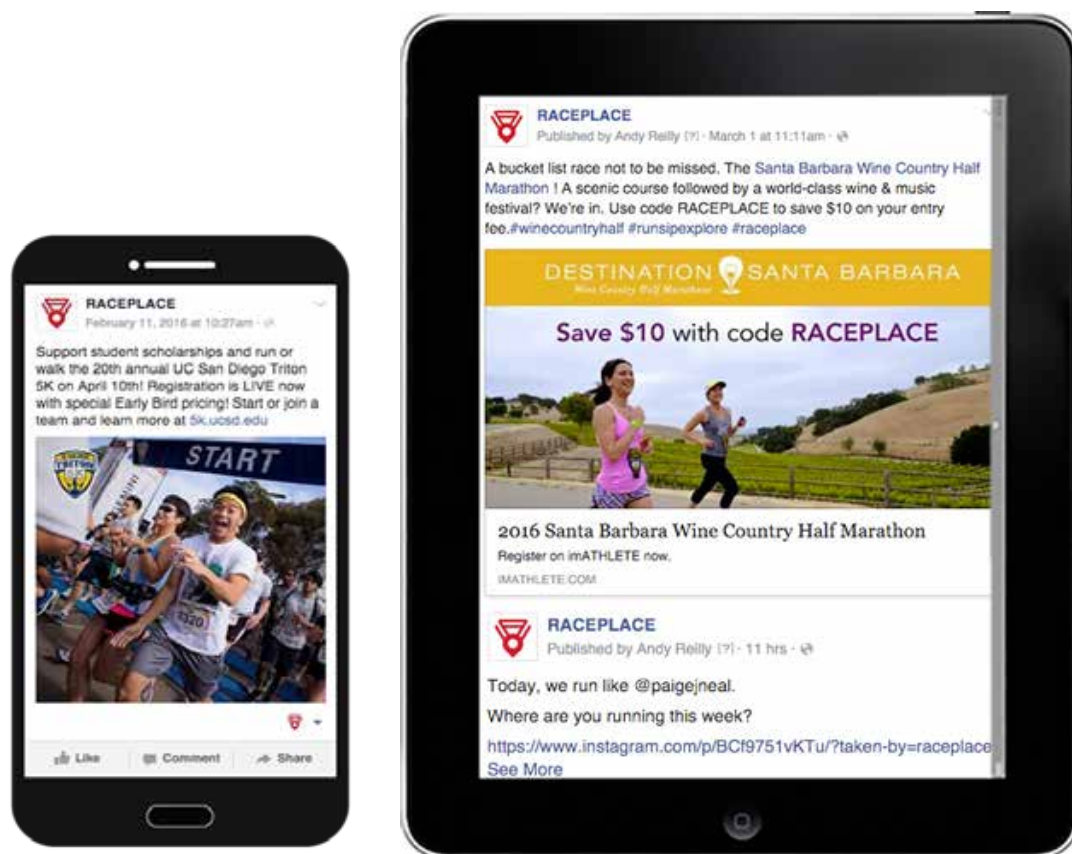
2016 RACEPLACE.COM ONLINE AD RATES

Online Ads	Price Per Month
Homepage Pop Up Ad	$400
Banner Leaderboard Top	$350
Medium Rectangle Ad	$300
Search Insert Ad	$300
Featured Event –Text Ad	$50
Social promoted Post	$400

• Ask for special packages for larger advertisers and brands.
• IO must be signed to secure inventory

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

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** or call **858.485.9806**

YOUR EVENT PROMOTION

Your Event Promoted with RACEPLACE Direct Email Marketing

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REGISTER TODAY!

SAN DIEGO
HALF MARATHON
SD

i will

SPEND LESS TIM
WORRYING
PRIORITIZE M
HEALTH, &
TRAIN TO RUN
HALF MARATHO

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 - BOSTON 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

SIGNUP

RUNNING   WALKING   CYCLING   MULTISPORT

RACEPLACE, Inc.
858.485.9806
info@raceplace.com
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