

# R RUNNING INSIGHT®

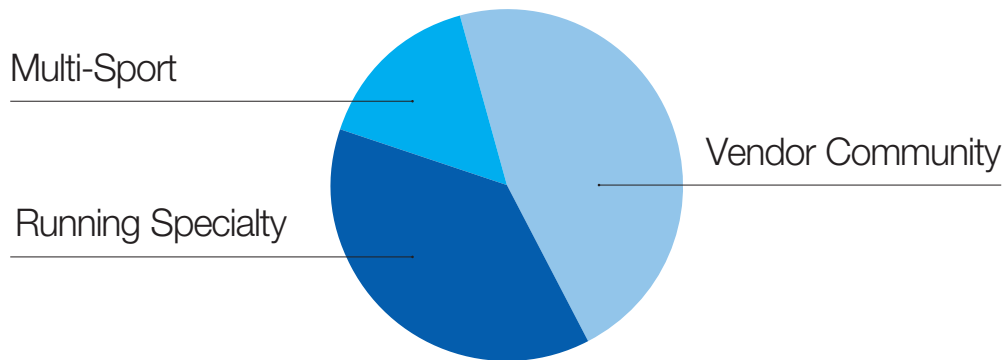
trends, perspective and analysis

runninginsight.com

The news magazine for running specialty and multi-sport retailers and the vendors who serve them



Published on the 1<sup>st</sup> and 15<sup>th</sup> of the month (24X each year)



Email circulation: 2,500

**efficient. effective. focused.**

# RUNNING INSIGHT 2012 CALENDAR

In Every Issue: Trends, Market Analysis, Retail Strategies, Profiles, New Product Coverage

Published 24X each year

## 2012 RATE CARD #8 (NET RATES)

Ad Size	1x	3x	6x	12x	24X
Full page	\$2,250	\$1,745	\$1,405	\$1,065	\$950
Half page	1,400	1,090	880	665	595
Quarter page	875	680	550	415	370

### 13.1K Package ..... \$13,100 net\*

- Front page logo recognition
- 12 issue 1/4 page advertising program
- One Brand Insight company profile and Rep listing

\*Limited availability to first six sponsors.

### Brand Insight Profiles ..... \$2,750\*\*

- Full page brand story in Q&A format.
- Profile posted on *Running Insight* website for 12 months

\*\*Limited availability, three per month.



## Mid-Month Spotlight On the 15<sup>th</sup>

- Jan 15 ..... Performance Socks
- Feb 15 ..... Insoles
- Mar 15 ..... Tapes, Braces & Wraps
- Apr 15 ..... Compression
- May 15 ..... Nutrition & Hydration
- Jun 15 ..... Women's Running Apparel
- Jul 15 ..... Women's Footwear
- Aug 15 ..... Trail Running
- Sep 15 ..... Multi-Sport
- Oct 15 ..... Running Electronics
- Nov 15 ..... Running Accessories
- Dec 15 ..... Sports Medicine

## RUNNING INSIGHT YEARBOOK

March 2012

Ad Closing: January 25

Materials Due: February 1

- Photos of key industry execs and retailers
- 50 Best Running Stores in America winners
- Running Specialty Hall of Fame Inductees
- Indie 5K winners
- 2011 Year in Review including best selling shoes, socks, and accessories

Full page: \$2,000

1/2 page: \$1,500

1/4 page \$1,000



Print edition specs:  
Send press ready pdf.  
Same dimensions  
as eMagazine.

## THE RUNNING EVENT ISSUE

December 3, 2012

Ad Closing: November 12

Materials Due: November 19

Running Insight will publish a special print edition that will distributed to all attendees at The Running Event 2012.

A complete preview of the four most important days for the running specialty channel.



## eMagazine Specs

Display Ad Dimensions (inches)

Area	Width	Depth
Trim size	8.5	11
Bleed (add 1/4 inch for safety)	8.75	11.25
1/4 page square	3.5	4.5
1/4 page horizontal	7.5	2.5
1/2 page vertical	3.5	9.8
1/2 page horizontal	7.5	4.5

### Ad File Preparation

Press-Ready PDFs are the only file format accepted

### Image Resolution:

Have minimum resolution of 300 DPI.

Fonts and Transparency: Contain embedded fonts and flattened transparencies.

### Printer Marks and Page Bleed:

Do NOT contain bleed, gutter, or crop marks. (What you see on your PDF is what your digital edition will look like.)

Colorspace: RGB.

Selectable Text: In order for our system to search the issue, we must be able to select, copy & paste the text. If you use text outlines or raster images and you cannot select, copy & paste the text then your issue will not be searchable.

Ad ship: Send via email to [mmcgann@formula4media.com](mailto:mmcgann@formula4media.com)

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## RUNNINGINSIGHT.COM



**Top Banner**  
728w x 90h pixels  
\$500 per month  
3 month minimum

**Side Box**  
300w x 250h pixels  
\$350 per month  
3 month minimum

**Digital Specs**

- 72 DPI, RGB
- Max file size: 50KB
- gif, jpeg, all rich media
- Supply working URL

Email files to Jeff Nott  
[jnott@formula4media.com](mailto:jnott@formula4media.com)

**FORMULA4**  
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