

# R RUNNING INSIGHT®

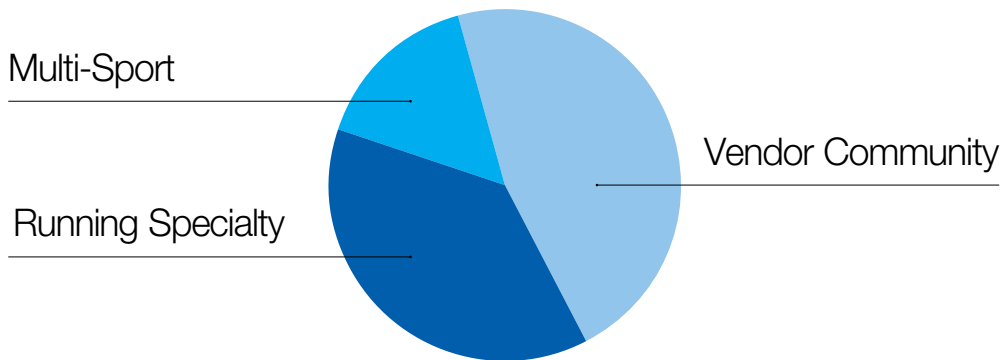
trends, perspective and analysis

runninginsight.com

The digital 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)



Direct e-mail circulation: 2,500

Always available at [www.runninginsight.com](http://www.runninginsight.com)

**efficient. effective. focused.**

# RUNNING INSIGHT 2013 CALENDAR

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

Published 24X each year (1st and 15th of the month)

## 2013 RATE CARD #9 (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 20	.....	The Running Event

## THE RUNNING EVENT ISSUE

December 2, 2013

Ad Closing: November 8

Materials Due: November 15

*Running Insight* will publish a special print edition that will be distributed to all attendees at The Running Event 2013.

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



2013  
SPECIAL  
PRINT  
EDITIONS

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

## YEAR END DOUBLE ISSUE

December 20, 2013

Ad Closing: December 3

Materials Due: December 12

- 50 Best Running Stores in America winners
- Running Specialty Hall of Fame Inductees
- Indie 5K winners
- 2013 Year in Review including best selling shoes, socks, and accessories

*Running Insight* will publish a special print edition that will be mailed to all subscribers.

## 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:

300 DPI

**Fonts and Transparency:** Contain embedded fonts and flattened transparencies.

### Printer Marks and Page Bleed:

Bleed ads must have at 1/4" of bleed. (Only full page ads can bleed). Add crop marks for proper page placement.

**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 [mmauer@formula4media.com](mailto:mmauer@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

Email circulation: 2,500

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