

triathlete[®]

2017 MEDIA KIT



triathlete.com

Triathlete is the world's leading multisport lifestyle media brand. Our mission is to inspire endurance sports participation through outstanding coverage of the people, places, training, gear, tech, and events that define the triathlon lifestyle. We load our newly-redesigned website and each issue of *Triathlete* with valuable reader service from expert training, health, and nutrition secrets to the world's best gear, style, races, and destinations. That unmatched service, together with our in-depth, humorous coverage of the sport's culture, makes us the ultimate resource for living the multisport lifestyle. Fit. Fast. Fun. That's who we are. Join us in engaging, inspiring, and changing the lives of our readers.



Triathlete at a Glance

Circulation

44,000

Readership

86,686

Frequency

11x including one
special Buyer's
Guide issue
(90-day newsstand life)

Verified Circulation

Audited by
Circulation Verification
Council (CVC)

IN EVERY ISSUE

- ▶ Dedicated sections for gear, training, nutrition, news, and lifestyle
- ▶ Industry-leading product coverage gives readers expert insight into the best tools for training and racing
- ▶ Expert reporting on all types of triathlon, including amateur and pro racing, Ironman, ITU, and off-road events, as well as non-traditional events triathletes love, like swimrun
- ▶ Inspiring features and photography from triathlon adventures and iconic races around the world



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WEB PRESENCE

At a Glance

Monthly Users

500,000

Monthly Sessions

1 million

MAKING HEADLINES EVERYDAY

- **News:** Race reports and noteworthy updates about the triathlon community
- **Gear and tech:** Extensive product reviews, galleries, the industry's leading Buyer's Guide
- **Training:** Expert advice, training plans, swim, bike, run, strength, and cross-training tips and workouts, and injury prevention
- **Nutrition:** The latest in sports nutrition, training and racing fueling tips, plus recipes and healthy eating strategies
- **Lifestyle:** Sharp reporting on the hottest topics, people, places, ideas, and trends in multisport.
- **Photo galleries:** Beautiful, easy-to-navigate photo galleries showcasing the hottest gear and action from the world's greatest events
- **Video:** Informative gear how-tos, pro interviews, and inspiring shorts showcasing the sport's unique culture



Industry-leading responsive design that optimizes the viewing experience across desktop, mobile and tablet devices

Triathlete upgrades its digital edition regularly with interactive multimedia including how-to instructional videos, audio clips from the pros, photo galleries and more, providing users with an enriched experience and the chance to get even more out of their *Triathlete* subscription!

All ads run in print and digital edition. Enhance your digital edition ad with bonus content such as video, audio or slideshows!

Facebook and Twitter followers:



199,000+



112,000+

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READER PROFILE

OUR AUDIENCE

The *Triathlete* audience is passionate and motivated. Our readers are continually challenging themselves and are loyal to the brands that support their fun and active lifestyle. They have the financial means to purchase the gear, services, and travel they need to support and enjoy this lifestyle. As individuals who are driven to pursue fitness in a society facing health issues due to decreasing activity rates and an obesity epidemic, these individuals are influencers and opinion leaders in their communities.



Demographics

69%
MALE

31%
FEMALE

42
MEDIAN AGE

\$151,000
HHI MEAN

83%
GRADUATED
COLLEGE

41%
HAVE
POST-GRADUATE
DEGREES

ACTIVE

- ▶ 90% participate in at least one triathlon event annually
- ▶ Days spent training each week: 5.5
- ▶ Participate in an average of
 - 3 sprint-distance events annually
 - 2 international-distance events annually
 - 2 half iron-distance events annually
 - 1 iron-distance event annually

RESPONSIVE

- ▶ 92% visited an advertiser's website after seeing an ad in the magazine
- ▶ 92% own smartphones
- ▶ 52% visit Triathlete.com once a week or more
- ▶ 78% use Facebook
- ▶ 34% use Twitter

HEAVY USERS OF TRIATHLON GEAR AND EQUIPMENT

- ▶ 92% responded that they are looking for gear and tech coverage in Triathlete.
- ▶ Readers would have to spend an average of \$9,266 to replace all of their triathlon gear
- ▶ 99.6% own at least once bike and average of 3.7 bikes per household

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2017 EDITORIAL CALENDAR

MAGAZINE

JAN/FEB The Future of Triathlon

- Brands/people pushing the envelope with killer design + tech

SPACE CLOSE 11/18
MATERIALS DUE 12/5
ON-SALE 1/10

MARCH/APRIL Destinations Special

- Bucket list events and training locations for triathletes
- Swim training special

SPACE CLOSE 1/4
MATERIALS DUE 1/6
ON-SALE 2/14

BUYER'S GUIDE All-things-triathlon

- Expert reviews of the latest goggles, wetsuits, swimsuits, transition bags, TT bikes, fueling systems, helmets, indoor training gear, glasses, saddles, cycling and tri kits, bike travel bags, wheels, running and tri shoes, running accessories, and tri watches.

SPACE CLOSE 1/16
MATERIALS DUE 1/27
ON-SALE 3/7

MAY The Reader Issue

- Social media 101
- Wetsuit reviews

SPACE CLOSE 2/10
MATERIALS DUE 2/24
ON-SALE 4/4

JUNE Life Hacking Issue

- How to do everything better
- Workout to work fashion
- Cameras

SPACE CLOSE 3/10
MATERIALS DUE 3/24
ON-SALE 5/2

JULY Your Best Body

- Bike focus special
- Strength training

SPACE CLOSE 4/14
MATERIALS DUE 4/28
ON-SALE 6/6

AUGUST Off Road Special

- Car camping
- MTB & trail running

SPACE CLOSE 5/12
MATERIALS DUE 5/26
ON-SALE 7/4

SEPTEMBER The Brain Issue

- The latest science behind mental performance
- ITU, 70.3 WC previews

SPACE CLOSE 6/9
MATERIALS DUE 6/23
ON-SALE 8/1

OCTOBER Championship Special

- Kona, Xterra World Championship previews
- Best tri towns

SPACE CLOSE 7/7
MATERIALS DUE 7/21
ON-SALE 8/29

NOVEMBER The Fuel Issue

- Nutrition hacks
- Run focus special

SPACE CLOSE 8/11
MATERIALS DUE 8/25
ON-SALE 10/3

DECEMBER Wish List

- Holiday gift guide

SPACE CLOSE 9/29
MATERIALS DUE 10/13
ON-SALE 11/21

ONLINE

JANUARY

Focus: Indoor training

Theme week: Inspirational weight-loss stories from triathletes

FEBRUARY

Focus: Injury Prevention

Theme week: Love

MARCH

Focus: Beginner/Sprint

Theme week: Best beginner races

APRIL

Focus: Olympic distance

Theme week: Best new triathlon gear of 2017

MAY

Focus: Half-iron distance

Theme week: Best half-iron distance races you've never heard of

JUNE

Focus: Iron-distance racing

Theme week: Race nutrition

JULY

Focus: Strength training

Theme week: Motivational tips for the mid-season rut

AUGUST

Focus: Managing the balance

Theme week: Non-traditional / off the grid triathlons

SEPTEMBER

Focus: Recovery

Theme week: Mental strategies for training, racing, and life

OCTOBER

Focus: Kona, XTERRA World Champs

Theme week: Best Ironman & XTERRA athletes of all time

NOVEMBER

Focus: Run

Theme week: Cold weather gear

DECEMBER

Focus: Year In Review, Best in Tri Awards

Theme week: Holiday gift guide

*All dates subject to change

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ADVERTISING SPECS

| UNIT SIZE | LIVE AREA WIDTH X HEIGHT | TRIM WIDTH X HEIGHT | BLEED WIDTH X HEIGHT |
|-------------------------------|-----------------------------|------------------------|-------------------------|
| SPREAD* | 15.0" x 9.5" | 16.0" x 10.5" | 16.5" x 11.0" |
| 1/2 HORIZONTAL SPREAD* | 14.75" x 4.41" | 15.0" x 4.66" | N/A |
| FULL PAGE | 7.0" x 9.5" | 8" x 10.5" | 8.5" x 11" |
| 2/3 PAGE | 4.36" x 9.25" | 4.61" x 9.5" | N/A |
| 1/2 PAGE VERTICAL | 3.16" x 9.25" | 3.41" x 9.5" | N/A |
| 1/2 PAGE HORIZONTAL | 6.75" x 4.41" | 7.0" x 4.66" | N/A |
| 1/3 PAGE VERTICAL | 1.97" x 9.3" | 2.22" x 9.55" | N/A |
| 1/3 PAGE SQUARE | 4.36" x 4.41" | 4.61" x 4.66" | N/A |
| 1/4 PAGE | 3.16" x 4.41" | 3.41" x 4.66" | N/A |

**Please allow .375" in the center of artwork for gutter.*

DIGITAL EDITION SPECS

To ensure that all URLs in ads remain active in digital edition, embed URLs as fonts – not as images. When the ad is being designed, DO NOT convert the URL text to paths or it will no longer be an active link.

UPLOADING INSTRUCTIONS

Submit files electronically to our file sharing website:

hightail.com/u/competitorgroup

Following file submission on Hightail, please email proofs to Meghan McElravy:

mmcelravy@competitorgroup.com

FTP Transfer available upon request.

ACCEPTED FILES

- ▶ Adobe PDF/X1-a files created CMYK; all images embedded
- ▶ Adobe InDesign files with all images and fonts included
- ▶ Adobe Illustrator files with all images included or embedded and fonts included or converted to outlines
- ▶ Adobe Photoshop EPS and TIFF files with layers flattened

COLOR ADS

- ▶ CMYK
- ▶ Minimum 266 dpi
- ▶ 133 line screen
- ▶ Best black build: 30c, 30m, 30y, 100k
- ▶ Remove all color management profiles

OPTIONAL PROOFS

All files may be accompanied by a proof created directly from the supplied digital file at 100% size and to SWOP standards.

ACCEPTABLE PROOFS

- ▶ Contract proof (Matchprint or Kodak approval)
- ▶ Rainbow proof
- ▶ Iris proof

Color fidelity or content on press cannot be guaranteed if a contract proof is not supplied with your files. A make-good cannot be considered if an acceptable proof is not supplied

PRODUCTION CONTACT

Competitor Group, Inc., Production Department
AdProduction@competitorgroup.com
 9477 Waples St., Suite 150, San Diego, CA 92121