

competitor[®]

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2017 MEDIA KIT



"Competitor Magazine is the magazine for the modern runner. We inspire and educate our community by providing smartly crafted training and gear content. In addition to traditional running topics, we offer insights into running style, wearable tech, social running and the unique personalities of the 21st century running movement. Through a fun and inclusive vibe and voice, we promote and encourage a healthy lifestyle through running."

- Brian Metzler *Editor-in-Chief*



ACTIVE

Running Participation:

- ▶ Average days per week: **3.9**
- ▶ Of those who run, **99%** run at least 1x per week
- ▶ Of those who run, **92%** run 3x or more per week
- ▶ **99%** of readers engage in regular exercise
- ▶ **63%** of readers exercise at home
- ▶ **58%** of readers exercise at a gym or health club

Cycling Participation:

- ▶ Average days per week: **2.3**
- ▶ Of those who ride, **55%** ride at least 1x per week
- ▶ Of those who ride, **37%** ride 3x or more per week

Multisport Training Participation:

- ▶ Average days per week: **3.3**
- ▶ Of those who multisport train, **38%** train at least 1x per week
- ▶ Of those who multisport train, **55%** train 3x or more per week

Participation in Running Events:

- ▶ **88%** of readers participate in at least one 5K annually
- ▶ **81%** of readers participate in at least one 10K annually
- ▶ **92%** of readers participate in at least one half-marathon annually
- ▶ **57%** of readers participate in at least one marathon annually

ACTION TAKEN

- ▶ **83%** interested in advertising that appears in the magazine
- ▶ **89%** have taken action from seeing an ad in the magazine
- ▶ **70%** have visited an advertiser's website
- ▶ **63%** have purchased a product or service (in a retailer or online)

TRAVEL

\$1,884 average spent annually

AUTOMOTIVE

45% of readers plan to purchase or lease a vehicle in the next 1-4 years

FOOTWEAR

- ▶ **98%** purchased athletic shoes in the past year
- ▶ Average spend: **\$287**

APPAREL

- ▶ Average spent annually: **\$339**
- ▶ Value of all sports equipment, gear, training products, athletic apparel and shoes owned: **\$5,650**
- ▶ Average spent on all endurance sports related products in the past year: **\$2,029**



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▶ Circulation: **500,000**

▶ Readership: **1,250,000**

▶ Competitor Magazine is **CVC audited**

AWARD-WINNING EDITORIAL AND DESIGN TEAM

- ▶ Epic storytelling from the best endurance writers in the field and award-winning photography
- ▶ Key industry experts including elite athletes, coaches, nutritionists and technology experts

KEY FEATURES IN EVERY ISSUE

- ▶ Exclusive reports and profiles: breathtaking travel adventure features, profiles of the most intriguing people in the endurance sports world
- ▶ Service articles supported with real, actionable training plans for all levels: training, recovery, injury prevention
- ▶ Innovative gear and product reviews: the latest shoes and cutting edge technology
- ▶ Reviews of the best events, specialty retailers and training spots in the region



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▶ Monthly Users: **1.2 million**

▶ Monthly Sessions: **2.1 million**

▶ Mobile Traffic: **66%**

SOCIAL MEDIA



300,000+
LIKES



80,000+
FOLLOWERS

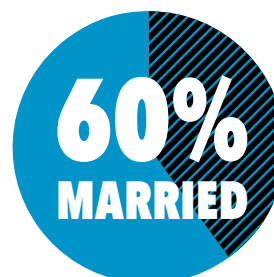


15,000+
FOLLOWERS



42K
OPT-IN CONSUMERS

NEWSLETTERS





TRAINING



SHOES



TECH



GEAR



FUEL

JANUARY

Get Fitter, Get Faster in 2017

9 ways to improve as a runner in 2017 and beyond

A smarter, more realistic take on "New Year, New You" motivation

With insights on how to get started, how to lose weight, how to get stronger, how to get faster

2017 Ultimate Running & Racing Guide

A comprehensive and inspiring guide to running races in 2017: 5K/10K, half-marathon/marathon, trail running, ultrarunning, and mud obstacle racing.

2017 Marathon Guide

Run Your First Marathon, Run a Better Marathon, Run Your Fastest Marathon

Training plans, top races, expert advice, beginner running tips and more.

AD CLOSE 11/22

MATERIALS CLOSE 12/1

AVAILABLE 12/1

FEBRUARY

Beginners Guide to Running / Let's Get Running, America!

A complete guide to getting started as a runner, with beginner training plans aimed at 5K, 10K and half marathon plus a guide for Clydesdales and Athenas

How I Became A Runner

An inspiring collection of short profiles about everyday people who have transformed their lives through running.

Tutu Running

A funny and inspiring story about how running in costumes and tutus have become such a staple of road races.

AD CLOSE 1/4

MATERIALS CLOSE 1/6

AVAILABLE 1/31

MARCH

2017 Running Gear Guide

A full issue dedicated entirely to new running gear for spring/summer 2017: Road shoes, trail shoes, hydration packs, apparel, sunglasses, wearable tech, music, socks, nutrition, recovery tools, accessories & more.

Plus: gear gurus, innovative gear, historical gear and gear-buying tips

AD CLOSE 1/27

MATERIALS CLOSE 2/1

AVAILABLE 2/23

APRIL

2017 Half Marathon Guide

The main feature that focuses on three main parts: a story encouraging first-timers to train and run their first half marathon, beginner and intermediate training plans and a list of 25 great half marathons to consider with photos and race descriptions

Nutrition & Hydration Special: An inside look at endurance nutrition science, sweat rates and what happens to your body during a long-distance race.

Gear: Race-Ready Half Marathon + Marathon Accessories

AD CLOSE 2/24

MATERIALS CLOSE 3/1

AVAILABLE 3/24

MAY

Get Fit For Summer

10 simple tips on how to get more fit before summer begins

Spring Fashion: A photo-driven feature highlighting the new running styles for spring and summer

Summer Running Travel Guide

A travel guide that covers destination races, great trail towns, running camps and vacation-planning tips for runners. Plus, 20 great places & races for the summer

Gear: Hydration Pack Gear Review

AD CLOSE 3/27

MATERIALS CLOSE 3/31

AVAILABLE 4/24

JUNE

New Trends in Wearable Tech

A look at how big data has changed running, what's new and what's next

Gear: 10 Great Running Tech Solutions

The best devices, apps and music accessories for running

Spring Trail Running Shoe Review

15 new trail running shoes wear-tested and reviewed

AD CLOSE 4/27

MATERIALS CLOSE 5/3

AVAILABLE 5/26

JULY

The Body Issue

How a runner's body works and how to cure common running injuries.

Fine Tune Your Training

A training guide to running a faster half marathon or marathon this fall

America's Best Trail Runs

An inspiring photo gallery of great North American running trails

AD CLOSE 5/26

MATERIALS CLOSE 6/1

AVAILABLE 6/23

AUGUST

Summer Photo Issue

A gallery of the inspiring race photography from around the U.S.

Fall Road Running Shoe Review

15 new road running shoes wear-tested and reviewed

Why Music Matters

The pros and cons of running with music + the best music devices and accessories

AD CLOSE 6/27

MATERIALS CLOSE 7/5

AVAILABLE 7/27

SEPTEMBER

Generation Next

A feature highlighting 10 under 30 making an impact in running.

Fall Running Gear/Fashion

A photo-driven feature of the best cool-weather gear and apparel

AD CLOSE 7/28

MATERIALS CLOSE 8/2

AVAILABLE 8/25

OCTOBER

Fall Trail Running Shoe Review

15 new trail running shoes wear-tested and reviewed

Photography Contest Winners

The best running photography of 2017

AD CLOSE 8/25

MATERIALS CLOSE 8/31

AVAILABLE 9/22

NOV/DEC

2017 Holiday Gift Guide

50 great gift ideas for runners

Winter Training & Adventure Guide

Great ways to train, race and stay fit through the winter

America's 50 Best Running Stores

Stories, photos, profiles of the best running shops in America

2017 Runners of the Year

Inspiring stories of the year's best runners

AD CLOSE 10/2

MATERIALS CLOSE 10/11

AVAILABLE 11/3

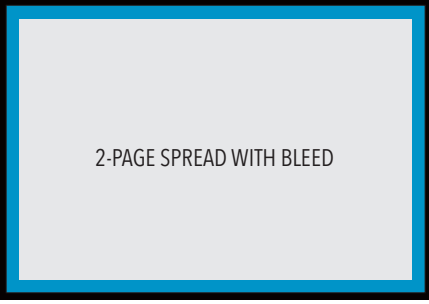
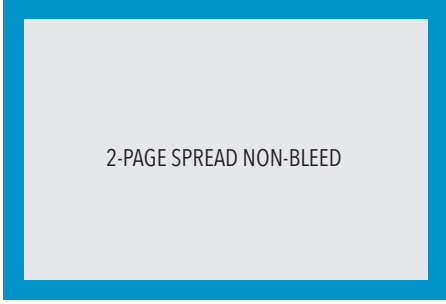
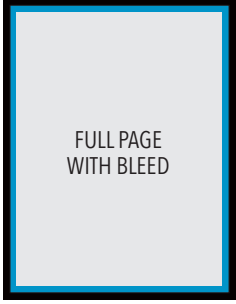
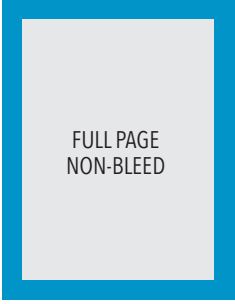
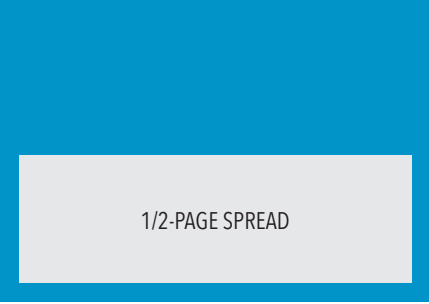
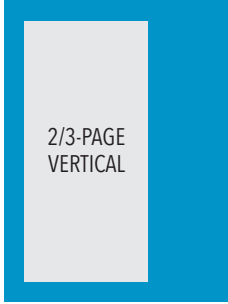
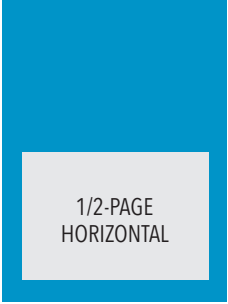
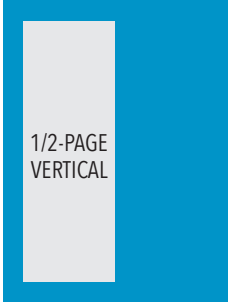

JANUARY 2018

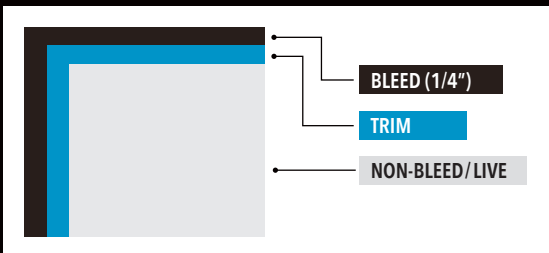
AD CLOSE 11/21

MATERIALS CLOSE 11/27

AVAILABLE 12/20

*Editorial plan subject to change. Contact your sales rep for most updated version.

				
2-PAGE SPREAD WITH BLEED Bleed: 16.5" X 11" Trim: 16" X 10.5" Live: 15" X 9.5"	2-PAGE SPREAD NON-BLEED Non-bleed: 15" X 9.5"	FULL PAGE WITH BLEED Bleed: 8.5" x 11" Trim: 8" x 10.5" Live Area: 7" x 9.5"	FULL PAGE NON-BLEED Non-Bleed: 7" x 9.5"	
				
1/2-PAGE SPREAD Non-Bleed: 15" X 4.66"	2/3-PAGE VERTICAL Non-Bleed: 4.61" X 9.5"	1/2-PAGE HORIZONTAL Non-Bleed: 7" x 4.66"	1/2-PAGE VERTICAL Non-Bleed: 3.42" X 9.5"	1/3-PAGE VERTICAL Non-Bleed: 2.22" X 9.5" 1/4-PAGE VERTICAL Non-Bleed: 3.42" X 4.66"



GENERAL RULES

- We require Adobe PDF X/1-a files created CMYK with high-resolution print optimized format; all images and fonts embedded. Native files (InDesign, Photoshop, Illustrator, etc.) will be subject to an additional production charge.
- Color cannot be guaranteed unless a color proof with color bars is supplied
- Trim size: 8" x 10.5"
- Bleed allowance: 1/4"
- Keep all copy and live matter 1/4" from trim
- Placed images need to be CMYK color, 100% and at 300 dpi (minimum 266 dpi)
- Best black build: 30C/30M/30Y/100K
- Lines per inch: 133 color
- Maximum Density: 280%
- Printing Process: Heat set/web offset

MATERIAL SUBMISSIONS

Materials can be provided one of two ways:
TO SHIP AD ON DISK, ALONG WITH COLOR PROOF TO:
 Gia Hawkins, Competitor Group (ATTN: Production Dept.),
 9477 Waples Street, Suite 150, San Diego, CA 92121

TO SUBMIT FILES ELECTRONICALLY:

EMAIL: ghawkins@competitorgroup.com

Indicate the month, ad name and magazine that the ad will be running in the subject line. Include a low resolution PDF proof with the ad. Anything over 4MB please place on FTP site.

FTP:

Address: [ftp.competitor.com](ftp://ftp.competitor.com)

Username: **ftpuser**

Password: **competitor**

When transferring files to the FTP site, use a File Transfer Program such as Cyberduck or Fetch. Please compress, stuff or zip all materials. Place file in assigned magazine folder. Uploading outside of folders will result in error message. Name file appropriately and when upload is complete, send email to ghawkins@competitorgroup.com with low resolution proof.

QUESTIONS? Please contact your sales representative