



RUNNING INSIGHT

2019 MEDIA KIT

Running Insight is a must-read digital news magazine for running retailers and all involved in the running industry published by Diversified Communications, owners of The Running Event and The 50 Best Running Stores in America summit.

Each issue is packed with useful news, retail profiles, business analysis, new product information and trend reports. It is a powerful and cost-efficient way for marketers to stay in front of their retail customers throughout the year. Advertising in Running Insight keeps your brand top of mind with retailers when they are making buying decisions; supports the efforts of your sales team and differentiates your brand from the competition. Plus, your message lives on all year long at www.runninginsight.com.



WHO:

Over 3500 decision makers in the running business, including store owners, buyers and managers.



WHAT:

Digital news magazine



WHERE:

Delivered via e-mail and available at RunningInsight.com



WHEN:

Published on the 1st and 15th of each month



WHY:

To deliver breaking news and offer keen industry analysis to retailers.

2019 SPECIAL ISSUES

Throughout the year, Running Insight publishes special editions devoted to key merchandise categories.

MARCH 1, 2019: How to Boost your Sock Sales: The retailer's guide to hosiery.

MAY 1, 2019: Insoles: How digital scanning is altering this category.

JUNE 15, 2019: The Apparel Issue: Tips on making money in this challenging business.

JULY 15, 2019: Nutrition: Product & trend review.

AUGUST 15, 2019: Trailhead-lines: The growing and changing trail category.

OCTOBER 15, 2019: Sports Bras: Experts share ideas on how to sell.

SPECIAL PRINT EDITIONS

These issues are distributed digitally AND in print.

DECEMBER 2, 2019 The Running Event Show Edition

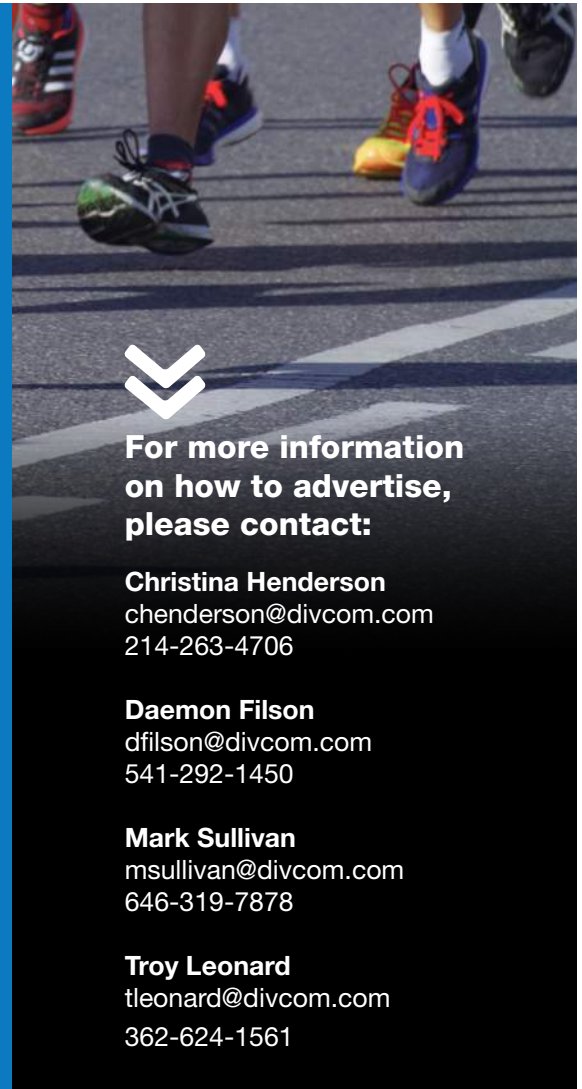
This issue features news and new product information heading into TRE. Copies will be printed and distributed to all retailers attending The Running Event.

Ad Close: November 7, 2019

DECEMBER 23, 2019 Year End Double Issue

Full Coverage of TRE 2019 and The Best Retailer Awards. And a look at the year ahead. Mailed to all subscribers.

Ad Close: December 10, 2019



For more information on how to advertise, please contact:

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2019 Ad Rates:

PLEASE NOTE: Ad Closings are on the 10th and 25th of each month.

Running Insight Digital Magazine

AD SIZE	1x	3x	6x	12x	23x
Full Page	\$2,250	\$2,000	\$1,500	\$1,250	\$1,000
Half Page	\$1,500	\$1,250	\$1,000	\$750	\$600
Quarter Page	\$950	\$750	\$600	\$500	\$400

RunningInsight.com

AD SIZE	Per Month
Leaderboard (728 x 90)	\$750
Medium Rectangle (300 x 250)	\$500
Dedicated Email	\$1,500

Running Insight Newsletter

AD SIZE	Twice Monthly	3 Months (2x Monthly)	6 Months (2x Monthly)	12 Months (2x Monthly)
Leaderboard (728 x 90)	\$750	\$2,000	\$3,750	\$7,000
Medium Rectangle (300 x 250)	\$500	\$1,250	\$2,500	\$5,000



Cover Sponsor Package.....\$15,000

Limited availability to first six sponsors

- Front page logo recognition
- Minimum 12 issue full page advertising program
- 1 Brand Insight Profile

Brand Insight Profile.....\$2,750

Limited availability, 3 per month

- Full page brand story in Q & A format
- Profile posted on RI website for 6 months