

# Endurance magazine

The Premier Resource For The Life You Lead

## Reach One of the Largest Active Communities in the US

- 18,000 participants in our events
- 54,000 spectators
- 120,000 readers of Endurance Magazine
- 130,000 SPORToften newsletter recipients
- 250,000 SPORToften online members
- 300,000 monthly page views on SPORToften and Endurance Magazine websites

ENDURANCE MAGAZINE IS THE PREMIER REGIONAL RESOURCE FOR ACTIVE LIFESTYLES.

Focused on educating, inspiring, and motivating athletes of all levels and abilities, Endurance Magazine offers compelling and useful tips, interviews, gear reviews, motivation, event previews, recipes and more. A free, monthly lifestyle publication distributed across North Carolina and Virginia with three regional editions serving Greater Charlotte, Greater Raleigh/Durham & the Triad and Greater Richmond/Hampton Roads/Virginia Beach.

Endurance is distributed by specialty retailers, sports medicine offices, fitness facilities, high-traffic/high-end grocers, at other free magazine distribution points and by subscription. Advertisers may run in run in one, two or three markets, reaching up to 120,000 readers monthly.



**Endurance** magazine  
The Premier Resource For The Life You Lead



QUINTILES  
**Bull City Race Fest  
and Food Truck Rodeo!**

**ramblin' rose**  
celebrating the empowerment of women



**SPORToften**  
Live Well. Sport Often.

# 2015 Endurance Magazine Editorial Calendar

**JANUARY** – RAMBLIN' ROSE WOMEN'S TRIATHLON ISSUE  
*Information and Inspiration for the 2015 Ramblin' Rose triathlon season.*

**FEBRUARY** – ANNUAL EVENT GUIDE  
*SPORToften sponsored calendar of events for 2015.*

**MARCH** – SPRING SHOE REVIEW GUIDE  
*Annual Spring Shoe & Runner Resource Guide.*

**APRIL** – TEST YOUR METTLE IN MUD  
*Annual Mud Run and Obstacle Course Race Issue.  
Tips and gear for all your dirty work.*

**MAY** – PEDAL POWER & ELECTROLYTE REVIEW GUIDE  
*Best relay races to test your team limits.*

**JUNE** – RUNNING RELAY RACE ISSUE  
*Cycling Issue & Electrolyte Review Guide.*

**JULY** – CANCER AWARENESS ISSUE  
*Inspirational stories and the role of endurance sports in raising money and recovery.*

**AUGUST** – OFF ROAD ISSUE  
*Off-road events including mountain biking, trail running, hiking, and destination races.*

**SEPTEMBER** – THE FOOD ISSUE  
*Food for fuel, healthy eating tips for you and your family, and a look at the latest diets.*

**OCTOBER** – FALL SHOE REVIEW GUIDE  
*Annual Fall Shoe & Runner Resource Guide.*

**NOVEMBER** – VETERANS ISSUE  
*Veterans in endurance sports and events that support them.  
Annual Guide for Turkey Trots.*

**DECEMBER** – 'BEST OF' ISSUE  
*Readers vote for the best gear, retailers, local athletes and more.*

# AD SUBMISSION GUIDELINES

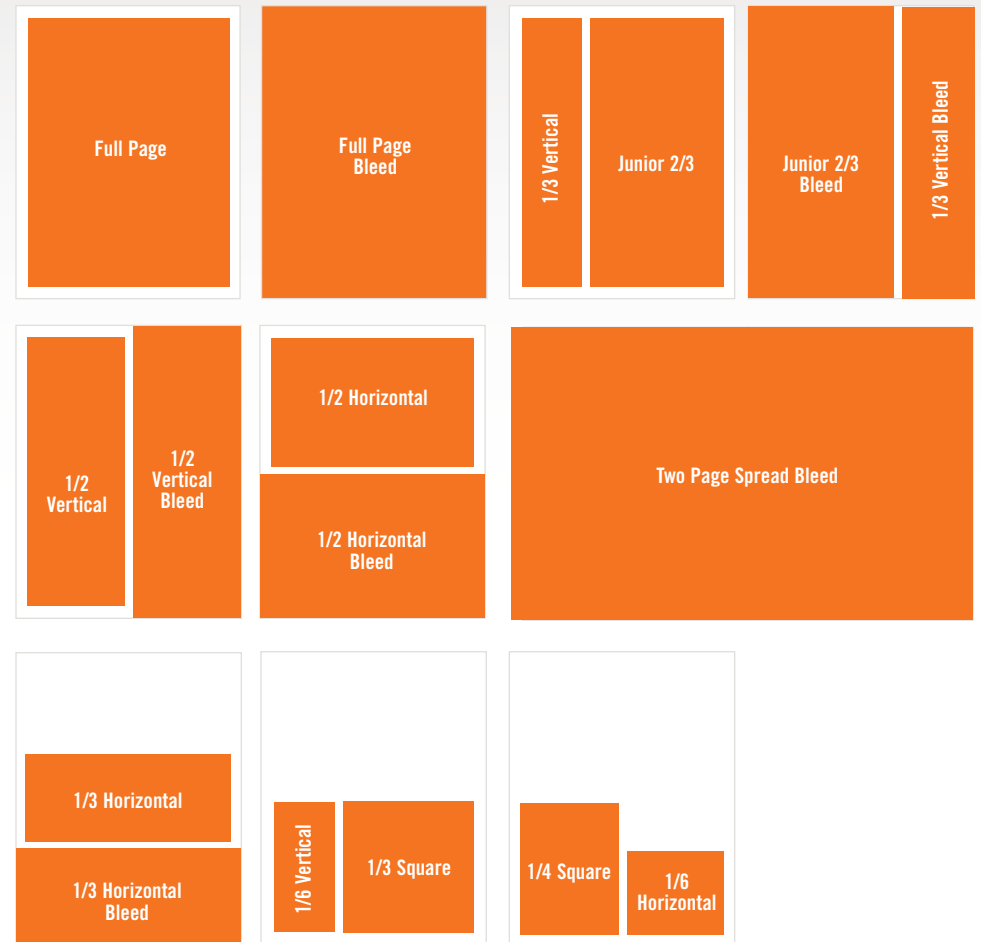


|                      |   |
|----------------------|---|
| Full Page            | 7.625" x 10.125"                                |
| Full Page Bleed      | 8.625" x 11.125" (7.625" x 10.125" = live area) |
| Junior 2/3           | 5" x 10.125"                                    |
| Junior 2/3 Bleed     | 5.635" x 11.125" (5" x 10.125" = live area)     |
| 1/2 Horizontal       | 7.625" x 4.96"                                  |
| 1/2 Horizontal Bleed | 8.625" x 5.58" (7.625" x 4.96" = live area)     |
| 1/2 Vertical         | 3.712" x 10.125"                                |
| 1/2 Vertical Bleed   | 4.34" x 11.125" (3.712" x 10.125" = live area)  |
| 1/3 Horizontal       | 7.625" x 3.23"                                  |
| 1/3 Horizontal Bleed | 8.625" x 3.83" (7.625" x 3.23" = live area)     |
| 1/3 Vertical         | 2.408" x 10.125"                                |
| 1/3 Vertical Bleed   | 3.03" x 11.125" (2.408" x 10.125" = live area)  |
| 1/3 Square           | 5" x 4.96"                                      |
| 1/4 Square           | 3.712" x 4.96"                                  |
| 1/6 Horizontal       | 3.712" x 3.23"                                  |
| 1/6 Vertical         | 2.408" x 4.96"                                  |

## We accept ads in the following formats:

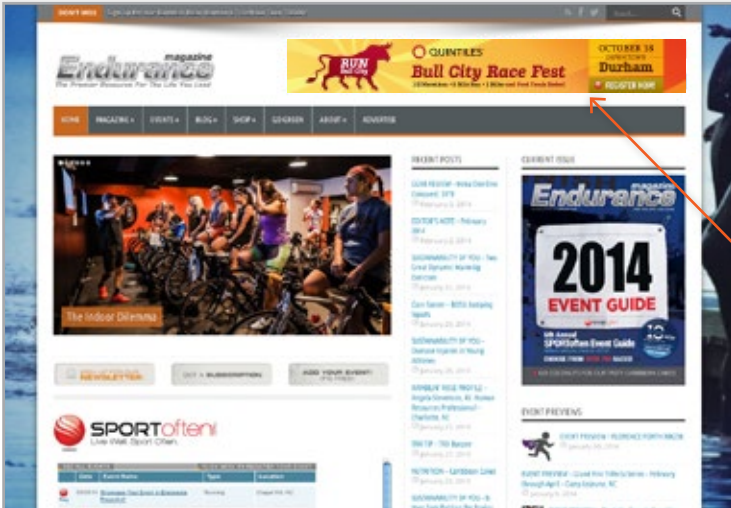
- Adobe Acrobat PDF files with fonts embedded
- Adobe Illustrator files with fonts outlined
- JPEGS, TIFFS, EPS format

**All ads must be CMYK (NO spot colors) and 300 dpi at the correct dimensions**



*Our Full Page trim size is 8.375 x 10.875.  
Bleed is 1/8" all around.*

# DIGITAL MEDIA



## **Endurance** magazine The Premier Resource For The Life You Lead

Endurance Magazine has an online property that receives 60,000 page views monthly. This site includes an online version of each issue. [www.endurancemag.com](http://www.endurancemag.com)

### 750x100 Leaderboard

3 available to rotate each month | 20,000 impressions per ad

### 150x300 Skyscraper

3 available to rotate each month | 20,000 impressions per ad



## **SPORToften**.com Live Well. Sport Often.

SPORToften has over 250,000 online members who participate in events across our markets. SPORToften's comprehensive regional calendar and integrated event registration services engage the active audience across the mid-atlantic and southeast. SPORToften.com receives 250,000+ page views monthly. [www.SPORToften.com](http://www.SPORToften.com)

### 750x100 Leaderboard

8 available to rotate each month | 30,000 impressions per ad

### 150x300 Skyscraper

8 available to rotate per position each month | 30,000 impressions per ad

# DIGITAL MEDIA



**Endurance** magazine  
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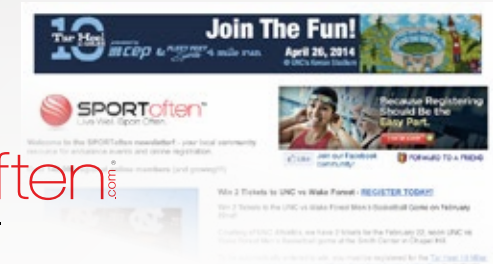
## ENDURANCE MAGAZINE OPT-IN NEWSLETTER

Endurance Magazine has an opt-in newsletter that reaches 30,000 people who have requested it each month. This email goes out at the beginning of each month.

|                  |   |
|------------------|---|
| <b>750 x 100</b> | Leaderboard (top)                       |
| <b>750 x 100</b> | Leaderboard (lower)                     |
| <b>350 x 325</b> | Event Showcase<br>(logo plus 150 words) |
| <b>150 x 300</b> | Skyscraper                              |

**Own It!** Full Newsletter (maximum 1 per week)

*Note: Print clients can receive a special discount on Endurance Magazine Own It! pricing. See your Account Representative for details.*



**SPORToften**  
Live Well. Sport Often.

## SPORTOFTEN OPT-IN NEWSLETTER

SPORToften has an opt-in "Regional Events" newsletter that reaches 120,000 people who have requested it twice each month. This newsletter features event or product previews, digital ads and a calendar of upcoming events.

|                  |  |
|------------------|--|
| <b>750 x 100</b> | Leaderboard (top)                          |
| <b>750 x 100</b> | Leaderboard (lower)                        |
| <b>350 x 325</b> | Event Showcase #1<br>(logo plus 150 words) |
| <b>350 x 325</b> | Event Showcase #2<br>(logo plus 150 words) |
| <b>150 x 300</b> | Skyscraper                                 |

|                                      |                 |                           |
|--------------------------------------|-----------------|---------------------------|
| <b>Own It!*</b>                      | Full Newsletter |                           |
| <b>Target Greater Charlotte</b>      |                 | <b>35,000 recipients</b>  |
| <b>Target Greater Raleigh/Durham</b> |                 | <b>40,000 recipients</b>  |
| <b>Reach Everyone</b>                |                 | <b>120,000 recipients</b> |

*\*Ask your account manager for custom market segment pricing for YOUR event. Alternative market-specific audiences available upon request.*

*SPORToften marketing and event management services clients receive premium partners discounts on all marketing media investments.*

# EVENTS AND SOCIAL MEDIA



QUINTILES  
**Bull City Race Fest  
 and Food Truck Rodeo!**



**ramblin' rose**  
 celebrating the empowerment of women



6200+ Annual Participants | 12,400+ Attendees  
 13,500+ Facebook Fans



6000+ Annual Participants | 18,000+ Attendees  
 7,800+ Facebook Fans



3600+ Annual Participants | 14,000+ Attendees  
 10,000+ Facebook Fans

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Endurance Magazine events attract engaged, inspired, active adults from around NC and beyond. Through marketing across all of our media, we enable annual marketing and sponsorship campaigns for our partners that deliver digital marketing, display ads, editorial, face-to-face, social media and more. Contact your Account Representative for more information.