

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 one, two or three markets, reaching up to 120,000 readers monthly.



2017 Endurance Magazine Editorial Calendar

JANUARY – RAMBLIN' ROSE WOMEN'S TRIATHLON ISSUE
Information and inspiration for the 2017 Ramblin' Rose Triathlon Season.

FEBRUARY – ANNUAL EVENT GUIDE
SPORToften sponsored calendar of events for 2017.

MARCH – RUN FOR A REASON + SPRING SHOE REVIEW
Some people run for themselves. Some run for others. Readers share their own reasons for running.

APRIL – DISTANCE RUNNING
Go long and test your limits.

MAY – PEDAL POWER
Best bikes, gear, rides and safety tips

JUNE – MEN'S HEALTH
A man's guide to fitness, health, weight loss and nutrition.

JULY – CANCER AWARENESS
Inspirational stories of people fighting cancer, survivor's and the loved ones who support them.

AUGUST – TRAILS: HIKING, BIKING, & RUNNING
Ditch the city! Hike, bike and run mountains and trails.

SEPTEMBER – FALL RUNNING + FALL SHOE REVIEW
Annual Fall She & Runner Resource Guide.

OCTOBER – GET HEALTHY NOW
Take charge of your health and get the most out of your providers.

NOVEMBER – VETERANS ISSUE & GOBBLER GUIDE TO TURKEY TROT RACES
Veterans in endurance sports and our annual guide to Turkey Trots.

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

AD SUBMISSION GUIDELINES

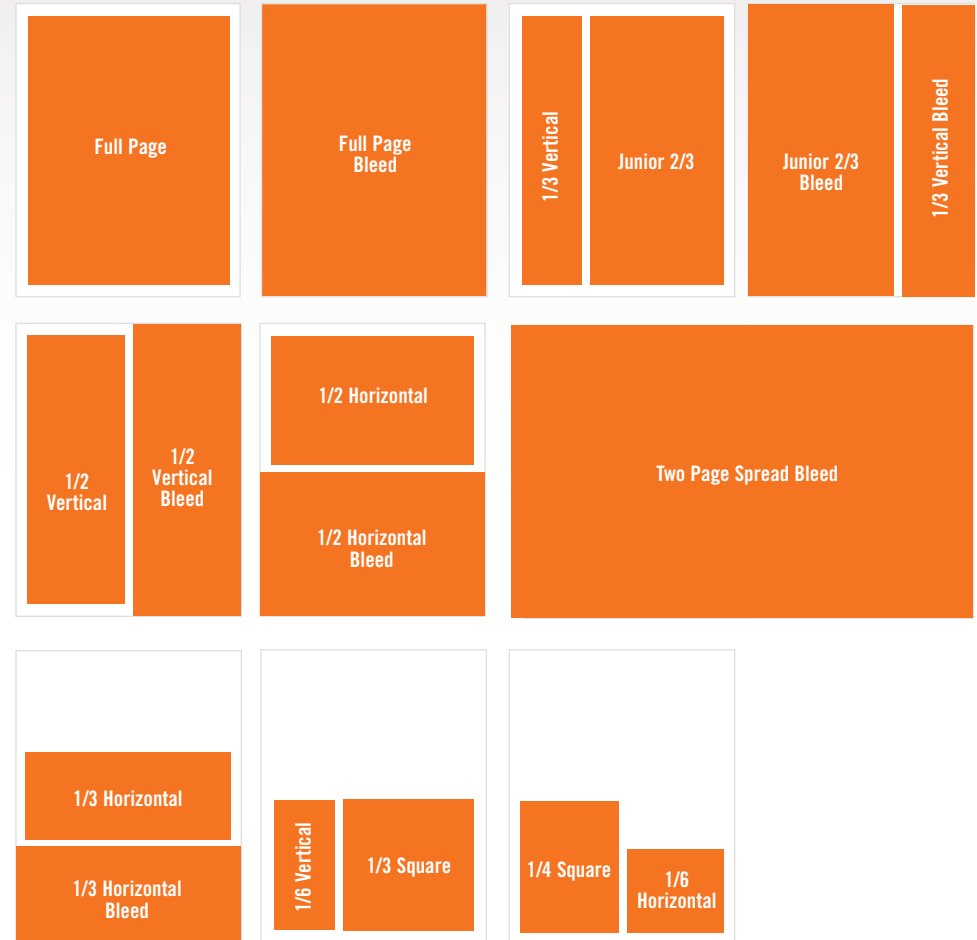


Full Page	7.625" x 10.125"
Full Page Bleed	8.625" x 11.125" (7.625" x 10.125" = live area)
Junior 2/3	5" x 10.125"
Junior 2/3 Bleed	5.635" x 11.125" (5" x 10.125" = live area)
1/2 Horizontal	7.625" x 4.96"
1/2 Horizontal Bleed	8.625" x 5.58" (7.625" x 4.96" = live area)
1/2 Vertical	3.712" x 10.125"
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

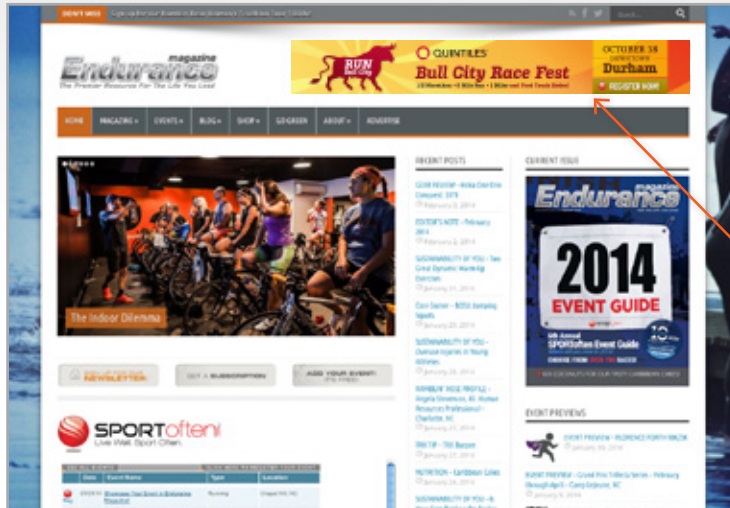
All ads must be CMYK (NO spot colors) and 300 dpi at the correct dimensions



Our Full Page trim size is 8.375 x 10.875.

Bleed is 1/8" all around.

DIGITAL MEDIA



Endurance magazine
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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

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

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



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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.

750 x 100	Leaderboard (top)
750 x 100	Leaderboard (lower)
350 x 325	Event Showcase (logo plus 150 words)
150 x 300	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.

750 x 100	Leaderboard (top)
750 x 100	Leaderboard (lower)
350 x 325	Event Showcase #1 (logo plus 150 words)
350 x 325	Event Showcase #2 (logo plus 150 words)
150 x 300	Skyscraper
Own It!*	Full Newsletter Target Greater Charlotte Target Greater Raleigh/Durham Reach Everyone
	35,000 recipients 40,000 recipients 120,000 recipients

**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
15,000+ Facebook Fans



6000+ Annual Participants | 18,000+ Attendees
9,800+ Facebook Fans



3600+ Annual Participants | 14,000+ Attendees
11,000+ 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.