

MARATHON™  
guide.com

Hi everyone 🙋

# Media Kit 2024

MarathonGuide has been the trusted source for runners everywhere, for over two decades. We bring you visibility from millions of runners per year who visit our website and subscribe to our email list. Exceed your goals with MarathonGuide!



# Web & mobile stats

Reach your target audience of runners where they are every day. Millions of users come to the MarathonGuide website annually for race calendars, results, news, deals, and training.

## 700,000+

The MarathonGuide website averages over 700,000 pageviews per month.

## 1.8M+

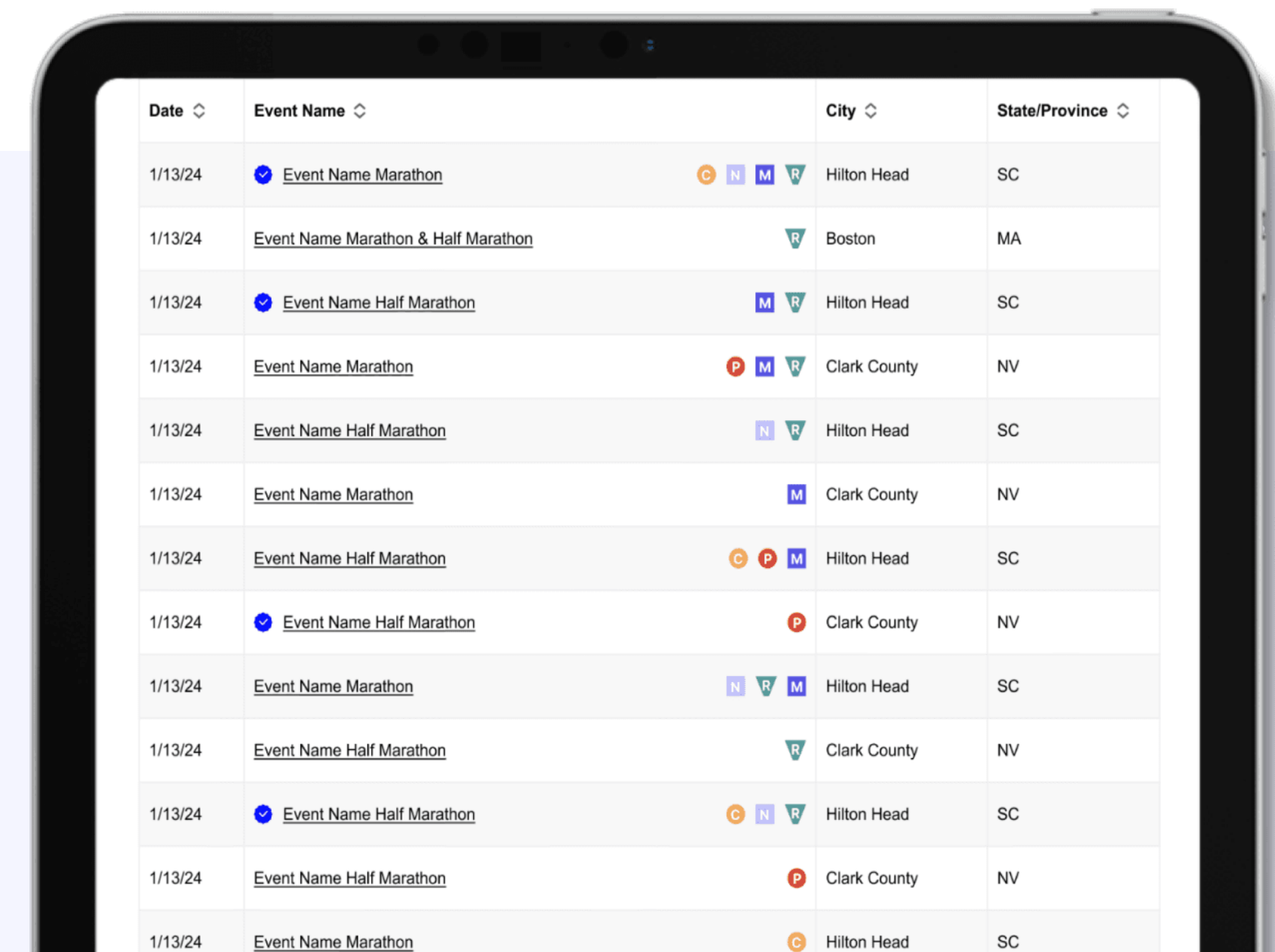
unique users per year & growing rapidly

## 2.2M+

user sessions per year

### Options for targeting include:

- Local level, including Metro areas, zip code radius based areas, or specific zip code based targeting
- National level across the US market



Date	Event Name	City	State/Province
1/13/24	Event Name Marathon	Hilton Head	SC
1/13/24	Event Name Marathon & Half Marathon	Boston	MA
1/13/24	Event Name Half Marathon	Hilton Head	SC
1/13/24	Event Name Marathon	Clark County	NV
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1/13/24	Event Name Half Marathon	Clark County	NV
1/13/24	Event Name Marathon	Hilton Head	SC

# Email stats

Reach your target audience of runners where they are every day. Millions of users come to the MarathonGuide website annually for race calendars, results, news, deals, and training.

## 215,000+

The MarathonGuide newsletter has over 215,000 subscribers.

## 35%

average email open rate

## 8%

average CTR

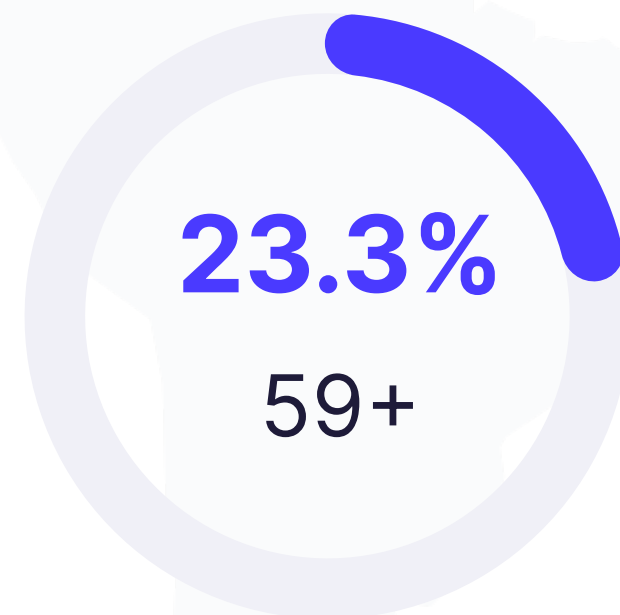
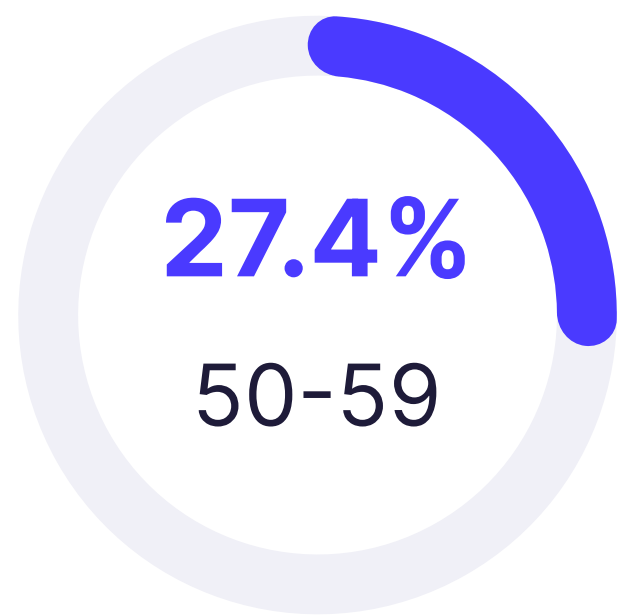
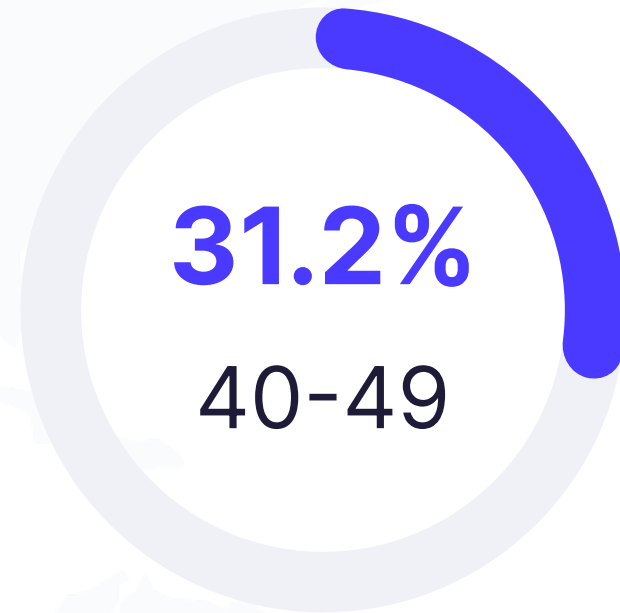
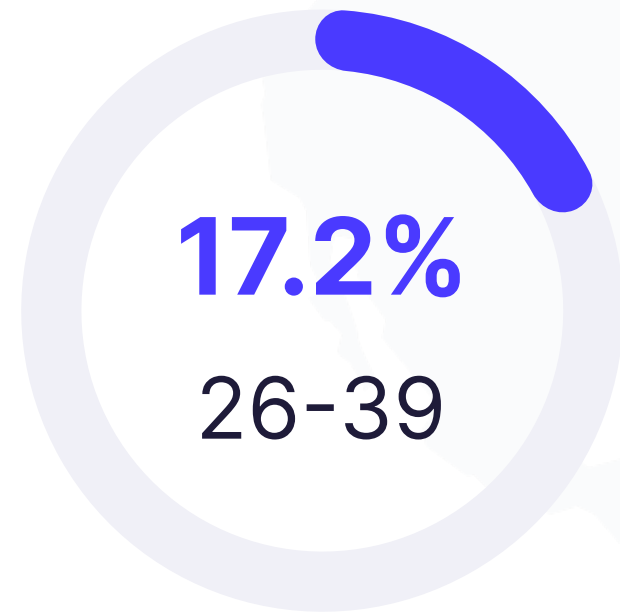
### Options for targeting include:

- Local, National, & International Targeting options available

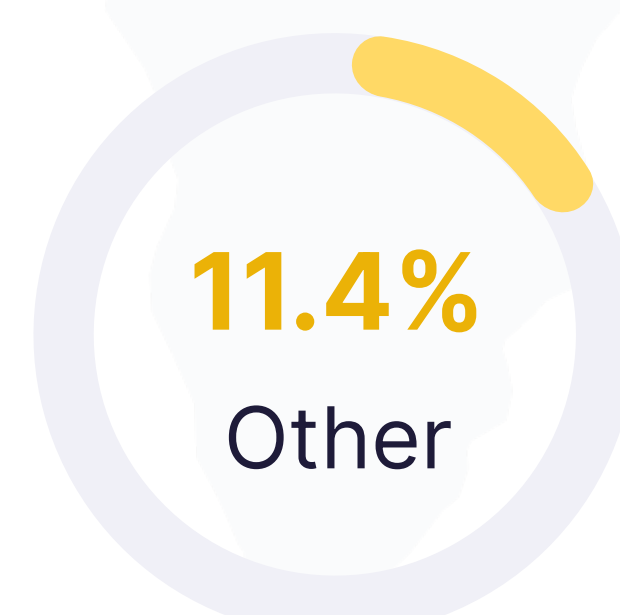
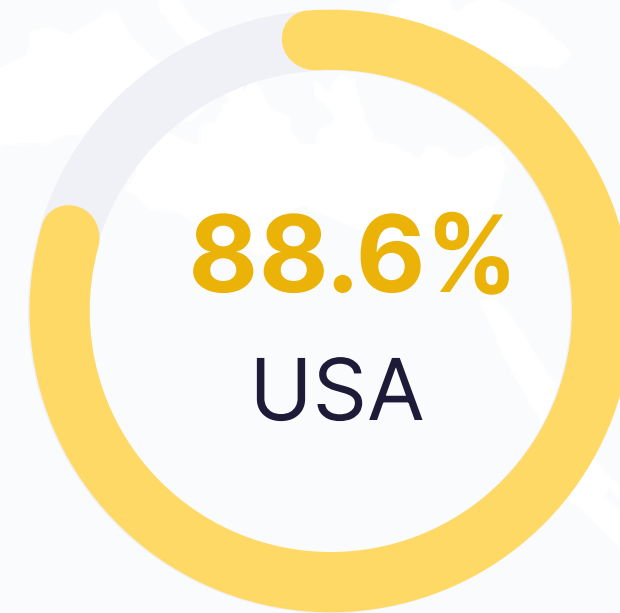
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# Our Audiences

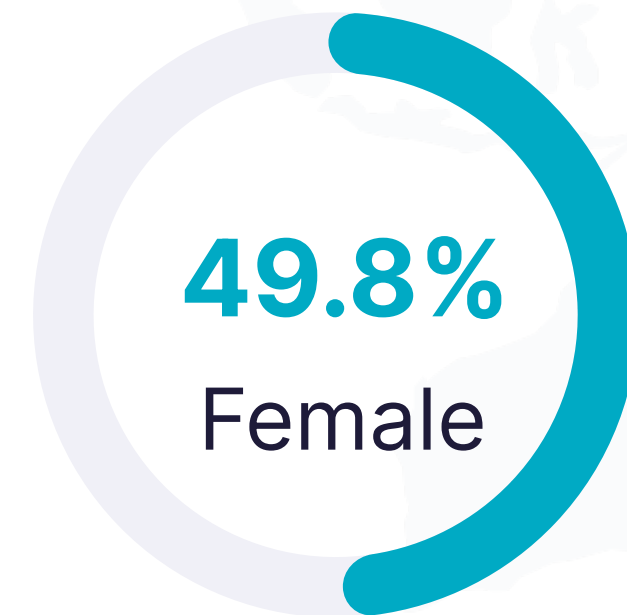
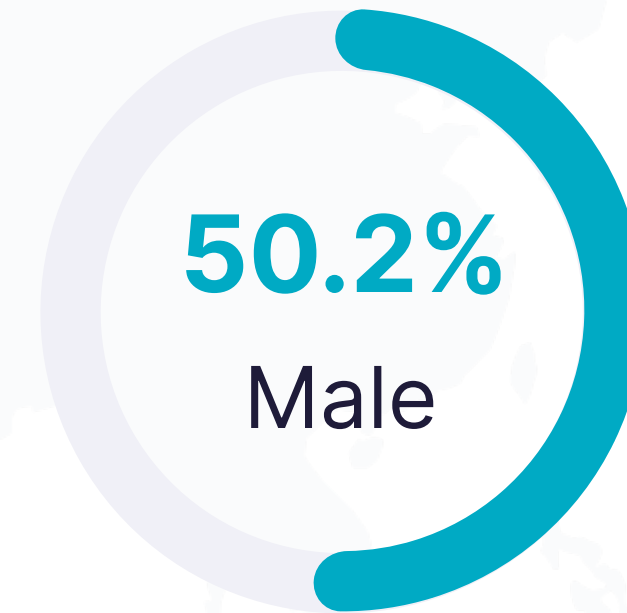
## Age



## USA & Other Countries



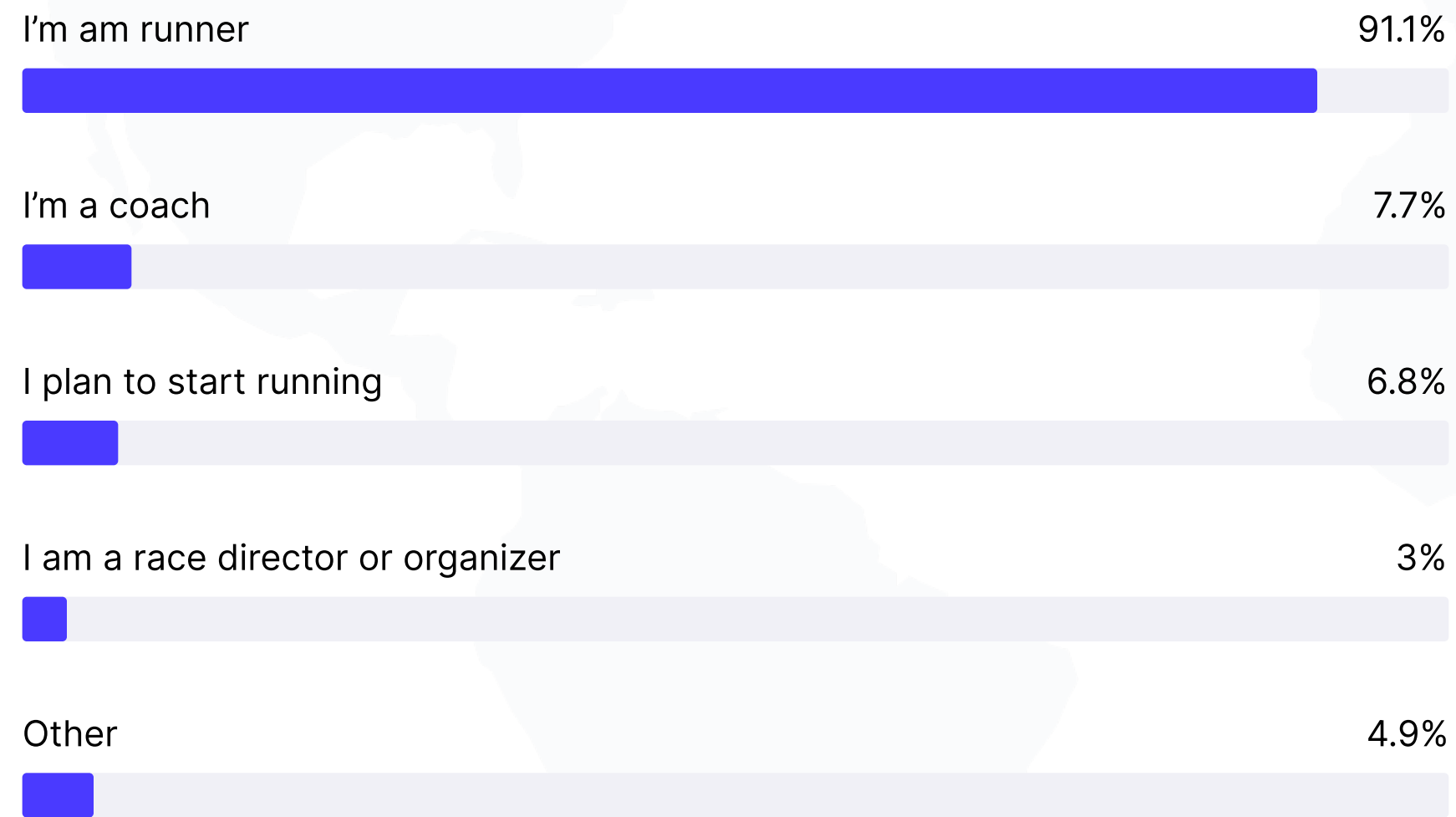
## Gender



# Our Audience

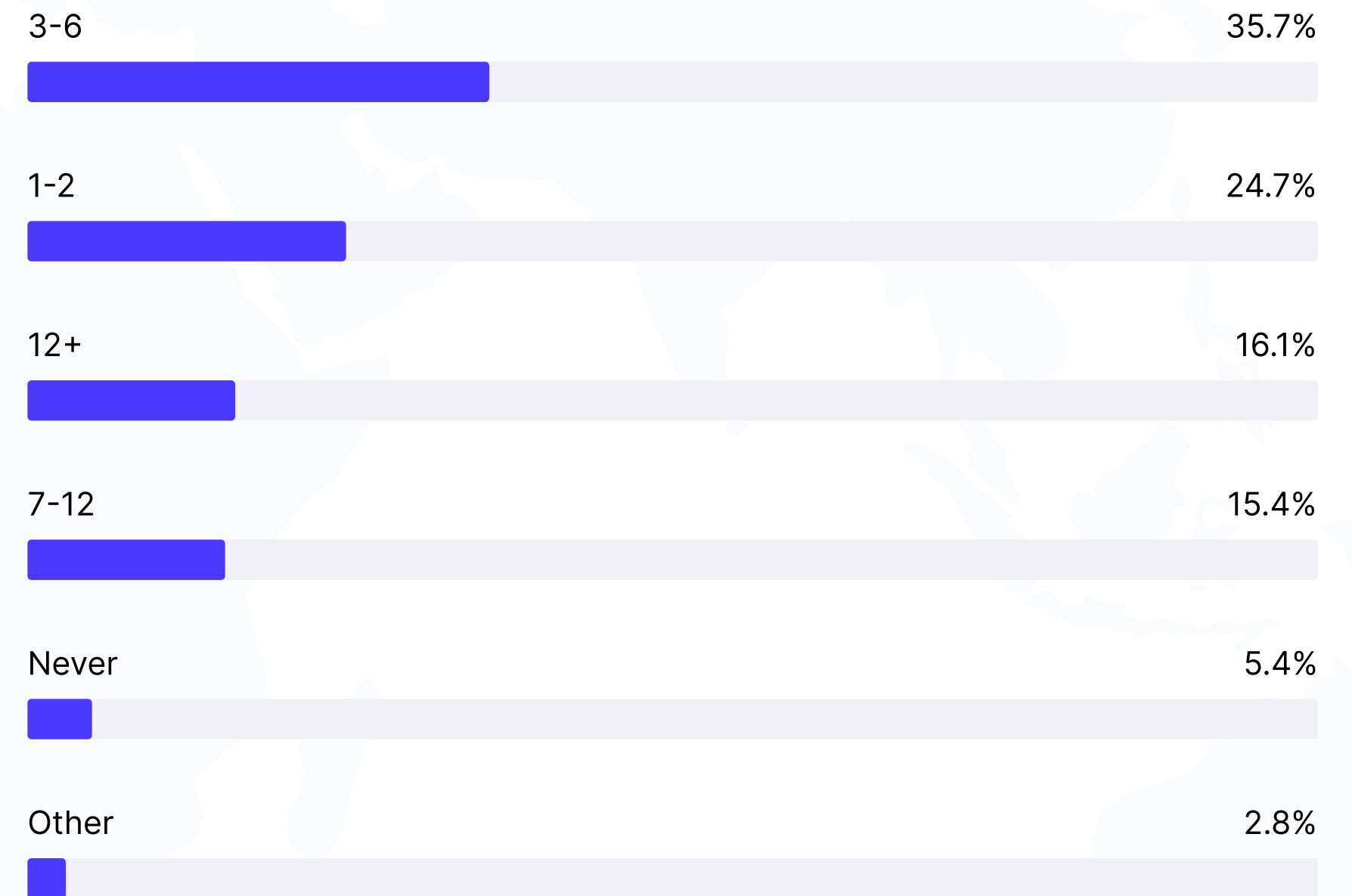
## 91%

of our audience are runners



## 70%

run more than 3 races per year



# MarathonGuide products

## 01 Web & Mobile Ads

We offer a wide range of IAB standard web & mobile web ads, from full site takeover options to standard ad inventory that drives highly qualified traffic your way.

## 02 Email Ads

Email ads enable you to reach our highly engaged audience of runners in a more intimate format, with rich ad options available.

## 03 Verified accounts

We have a variety of products & tools available for race directors and organizers, including verified accounts & premium listing options.

## 04 Premium listings

Receive a premium sticker on your listing & a highlight on the race calendar. Your race will also be listed on our new premium listing page dedicated to premium listings, driving more visibility to your race.

# MarathonGuide Web & Mobile Ads

## 01 Website ads

We offer a wide range of IAB standard web & mobile web ads and packages for you to choose from.

### Mobile Ad Placements

Mobile ads are displayed inline and at the top of the mobile screen.

Available sizes:

- 300×250 Medium Rectangle
- 320×50 Smartphone Banner

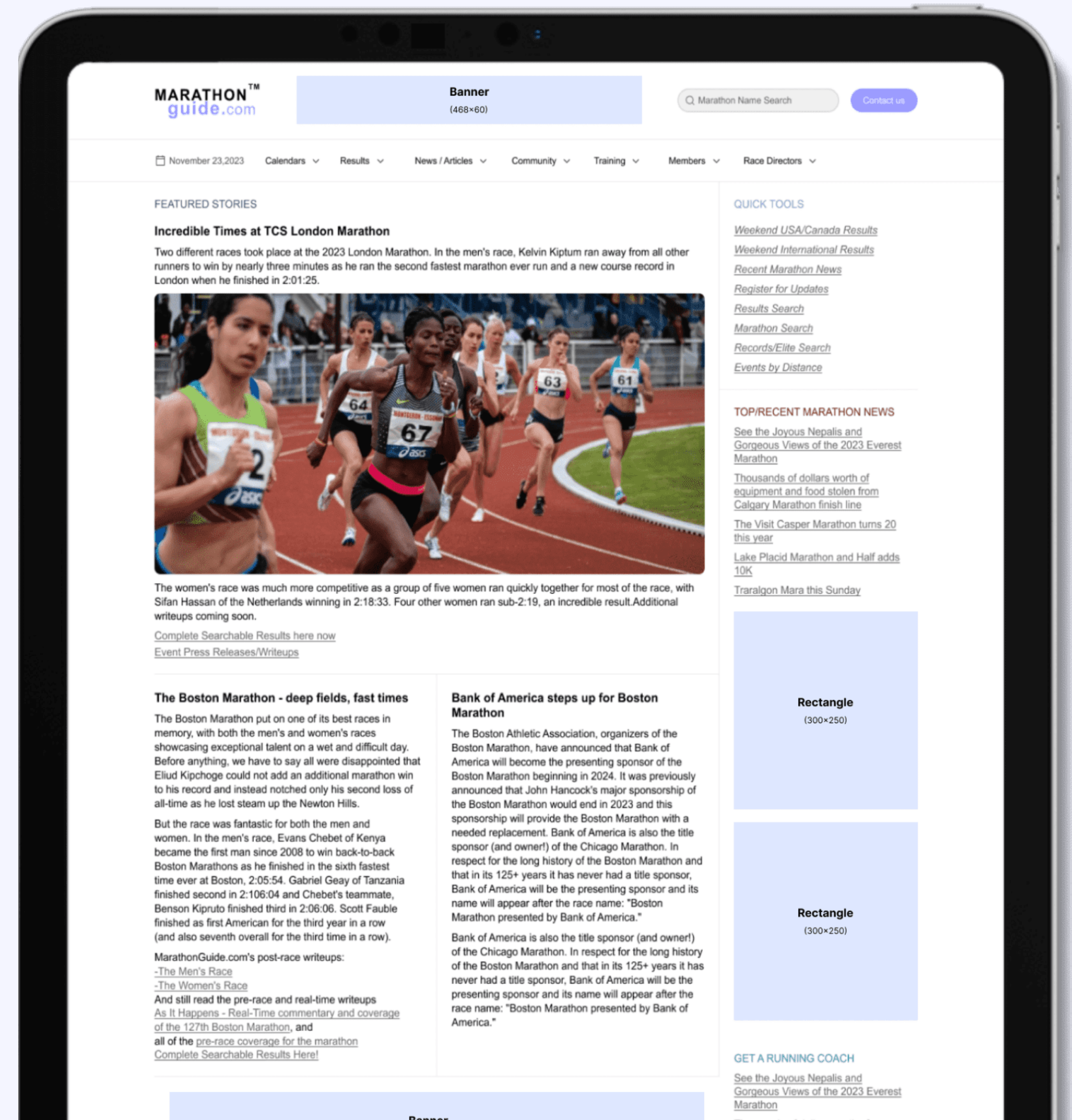
### Desktop Ad Slots

Desktop ads have inline, top, and right rail options. Available sizes:

- 300×250 - Medium Rectangle
- 970×90 and 728×90 Banner/ Leaderboard / Pushdown options
- 160×600 Wide Skyscraper

### Combo packages & takeovers

We offer a variety of combination ad packages as well as full takeovers that can be discussed with your ad sales rep.



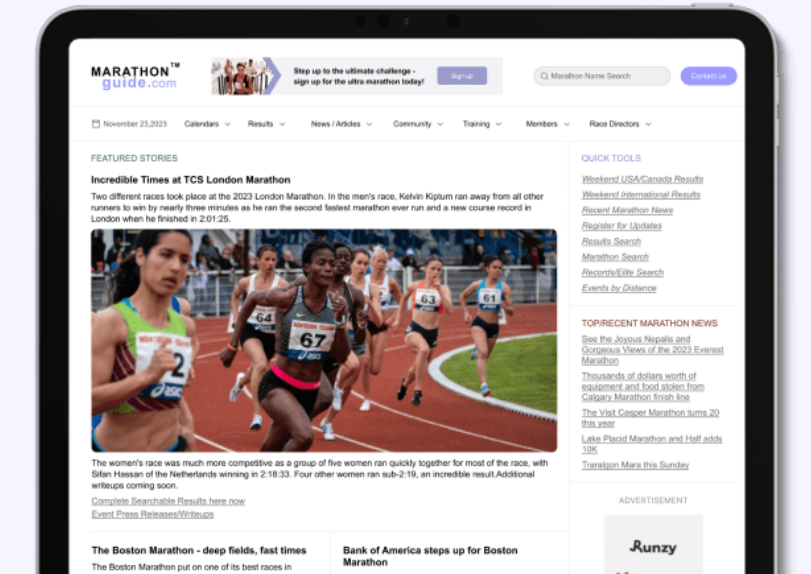
# MarathonGuide Web & Mobile Ads

## Banner/ Leaderboard / Pushdown

978×90 or 728×90 on desktop, options for 320×50 fixed or non-fixed smartphone banner on mobile.

## Combination packages

We offer a variety of combination ad packages that can be discussed with your ad sales rep.



## Rectangle

300×250 slot shown on the right rail on web, inline on mobile.



## Skyscraper

160×600 slot shown on the right rail on web.



# MarathonGuide Email Ads

## 02 Email Advertising Options

The **MarathonGuide email list** has over 200,000 active and engaged runners, receives an average open rate above 35%, and sees very strong click through rates on our emails.

### Sponsored dedicated email

With a sponsored dedicated email you get the entire email to yourself. This email is sent separately from our main newsletter - you have a dedicated day and time for the send.

### Shoutout

2 sentence blurb that you write and we approve with a link to your offer. This is included at the top of our email.

### Email body banner

A 650-700 pixels wide and 350-500 pixels high slot that takes up an entire row in the newsletter.

### Inline 250×250

A square ad featured in our sponsored section of the newsletter.

### Full email takeover

Includes one of each advertising space listed previously.

# MarathonGuide Email Ads

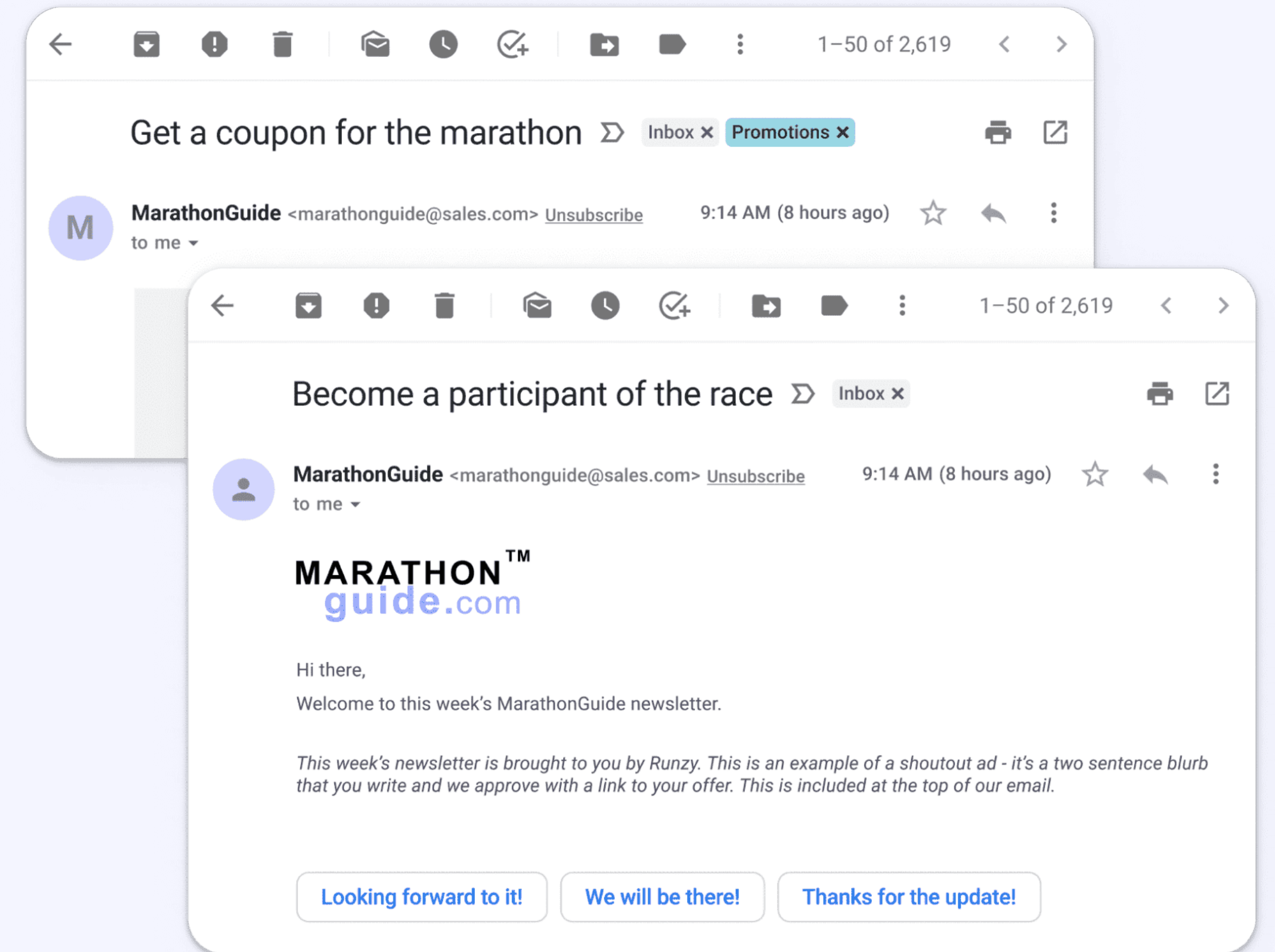
## Sponsored dedicated email

### Segmentation options:

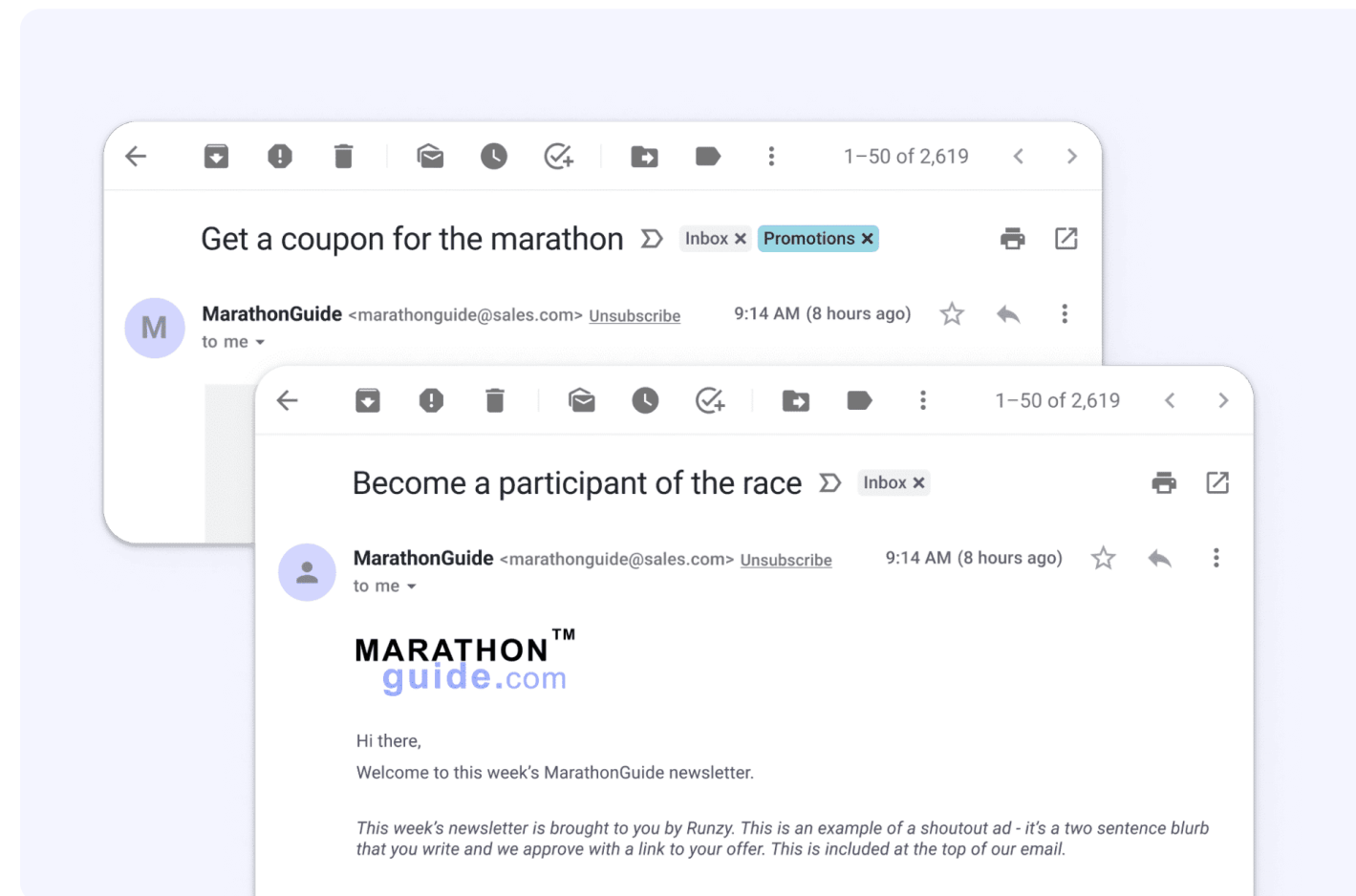
- Send to whole list
- Send to part of list (random selection of users)
- Send to zip code or radius

### Your offer delivered exclusively

With a sponsored dedicated email you get the entire email to yourself. This email is sent separately from our main newsletter - you have a dedicated day and time for the send.



# MarathonGuide Email Ads



## Shoutout

2 sentence blurb that you write and we approve with a link to your offer. This is included at the top of our email.



## Inline 250×250

A square ad featured in our sponsored section of the newsletter.



## Email body banner

A 650- 700 pixels wide and 350-500 pixels high slot that takes up an entire row in the newsletter.

# MarathonGuide Organizer Products

## 03 Verified accounts

Receive notifications when new reviews are added for your race(s) & reply on site with your own comments. Also receive monthly visitor stats and clicks delivered to your inbox. Verified Accounts also receive discounts for advertising on the MarathonGuide website and in our newsletter.

## 04 Premium listings

Receive a premium sticker on your listing & a highlight on the race calendar. Your race will also be listed on our new premium listing page dedicated to premium listings, driving more visibility to your race. Premium listings also include the option to show photos about your event, further helping it stand out. Premium Listings also receive discounts for advertising on the MarathonGuide website and in our newsletter.

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Event Name Marathon



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4/43/24	Event Name Marathon	Hilton Head	SC
1/13/24	Event Name Half Marathon	Clark County	NV
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# Let's work together

We're excited for the opportunity to work with you!



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