

# TRAILRUN

MAGAZINE / AUSTRALIA / NZ / ASIA

MEDIA KIT **2016/17**

THE TRAIL RUNNING LIFESTYLE  
TRAILRUN

**NOW IN PRINT**

DELIVERED TO YOUR DOOR



# TRAIL RUN MAG

CURRENT ISSUE - #22

## EDITORIAL MISSION

We're dirty and wild and we've got a singletrack mind. We're a different breed of runner. We don't like hills... we love them. But we prefer mountains, to be honest. Big ones with singletrack sweeping across their flanks for us to burn our legs up and float down like and all-terrain Ali butterfly. We'll run for hours. For days. Some of us even run for months. So long as it's off boring bitumen, off road and off the scale raw Mother Nature. We're trailites, trail punks, trail lovers, trail runners and we're all about bringing the good, gritty and totally dirty side of running to our readership.

We're not just a magazine, we're a touchstone for a community of like minded wild men and women looking for their next inspiration to get outside and go running through natural landscapes.

As a committed member of the trail running community in Australasia, *Trail Run Magazine* is also an advocate for trail running, helping grow the sport via informative, educational, and, most importantly, inspirational coverage of every aspect of the sport of trail running. Featuring trail running features, reviews, events and insights into the lifestyle of trail running - and we believe that it is a lifestyle - our coverage caters to newbie dirt hounds only just discovering their addiction to dirt, through weekend warriors, on to ultra runners and those hardened Zen trail buffs who have traversed off road for eons.

We want to connect with trail runners through sound and vision and words and tell tales tall and true to entertain, engage and inform.

## TRAIL RUN MAG DEMOGRAPHIC

*Trail Run Mag's* readership leans to the professional, however all manner of working types sitting at desks, in boardrooms and swinging tools on building sites do so daydreaming of the next forest they'll run through. These are all passionate people who view their engagement with trail running as a holistic lifestyle, more so than a simple recreation. They all speak of a deeper connection attained through trail running, to the environment, to their community and to their own bodies and minds. This depth of connection results in a highly committed, engaged reader, one who interacts with *Trail Run Mag* on a much more active and credible level.

This community is hungry for media that is both inspirational and aspirational. They interact and share ideas, stories and knowledge. They tend to be 'thinkers' who care about the environment and issues. They are discerning consumers of media who switch off to the noise of media lacking in rich, quality content. But they are passionate about and loyal to media like *Trail Run Mag* that speaks their language of commitment and which seeks to explore the journey of being a trail runner just as they do. They like to ask why? Why run? Why hurt? Why push? And so they are achievers, active people who make firm decisions, who engage with brands that speak their language through media they respect.

*Trail Run Mag's* community is centred on Australia and New Zealand, with editors in each region. *Trail Run Mag's* readership is weighted between **males (59.9%) and females (40.1%)** aged mainly between **35 and 55**. Core audience is 31-44yo (58%) with a 32.6% readership in 45-54yo, 5.2% in 18-24yo and a 2.5% readership stretching into 55-64yo.





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TRAILRUN  
WWW.TRAILRUNMAG.COM

# Why choose Trail Run Mag to speak to a trail running audience?

In sourcing information and inspiration for their trail running endeavours, trail runners consult

(only significant channels shown, other channels represented figures >25%):

- Trail Run Mag (AU/NZ/Asia) 61.8%
- Cool Running (AU or NZ) 45.8%
- Runners World (AU or US) 44.2%
- Ultra168.com (AU web only) 35.5%
- iRunFar.com (US web only) 33.7%
- Run4YourLife Magazine (AU) 26.4%

SOURCE: 2013 market survey, Adventure Types, 800+ respondents.

## RUNNING RETAILERS

Ask about our special 1/2 page classified rates offered especially to highlight **your store** as the go-to trail **specialist in your region**.

Comes with plentiful social media support and cost-free limited number copies of magazine for retail sale / giveaway at store discretion.

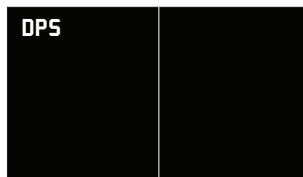
## EVENT MANAGERS

Ask about significant discounts for display adverts and how we support **your events** to generate entry interest via powerful social media channels.

# MAG ADVERTISING

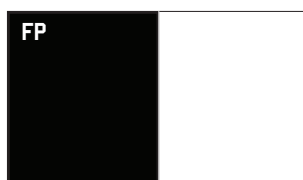
## DOUBLE PAGE SPREAD (DPS)

**\$1,600** 420mm x 275 mm  
print ready PDF  
Outlined / 3mm bleed



## FULL PAGE (FP)

**\$1,200** 210mm x 275 mm  
print ready PDF  
Outlined / 3mm bleed



## HALF PAGE (HPH or HPV)

**\$650** 200mm x 130 mm  
print ready PDF  
Outlined / NO BLEED



## BACK COVER (FP)

**\$1,600** 210mm x 275 mm  
print ready PDF  
Outlined / 3mm bleed

### \*\*\*NOTE ON BOOKINGS\*\*\*

#### SCHEDULES

To maximise continuity and allow a more concerted focus on delivering to our partners ongoing added-values across our channels, we only accept annual (4x) schedule bookings. **Exceptions** are restricted to event advertisers for whom only a select portion of the calendar is relevant for placement.

#### DISCOUNTS FOR BULK BOOKINGS

For those companies representing multiple brands, we offer significant savings for double-brand bookings in the same editions.

#### ADDED VALUES

Advertising partners are offered preferential placements for gear reviews, brand-relevant photography placements, cover opportunities, editorial opportunities, website posts / news release coverage and access to social media channels FOC inclusive Facebook, Twitter and Instagram posts.

## PRODUCTION SCHEDULE

### ISSUE #23

**BOOKING:** 15 Dec 2016  
**ART:** 15 Dec 2016  
**FILE TO PRINT:** 3 Jan 2017  
**RELEASED:** 15 Feb 2017

### ISSUE #24

**BOOKING:** 13 March 2017  
**ART:** 20 March 2017  
**FILE TO PRINT:** 27 March 2017  
**RELEASED:** 15 May 2017

### ISSUE #25

**BOOKING:** 12 June 2017  
**ART:** 19 June 2017  
**FILE TO PRINT:** 26 June 2017  
**RELEASED:** 1 August 2017

### ISSUE #26

**BOOKING:** 18 Sept 2017  
**ART:** 25 Sept 2017  
**FILE TO PRINT:** 2 Oct 2017  
**RELEASED:** 6 Nov 2017

### ISSUE #27

**BOOKING:** 18 Dec 2017  
**ART:** 18 Dec 2017  
**FILE TO PRINT:** 22 Dec  
**RELEASED:** 15 Feb 2018

### ISSUE #28

**BOOKING:** 13 March 2018  
**ART:** 20 March 2018  
**FILE TO PRINT:** 27 March 2017  
**RELEASED:** 15 May 2017

## DIGITAL DISTRIBUTION

**5,100** Average Trail Run Mag PDF Downloads / edition\*

**12,054** Biggest Edition Download Ed.10

**9,011** App downloads (allowing access to editions)

**8,380** 'Subscribers' through database

\*per issue across website, AppStore and Amazon Kindle Fire.  
NOTE: Every edition since launch continues to gain increased readership as new readers access / download past editions.

## NEW PRINT DISTRIBUTION

**4,000** copies printed  
112pp +4 cover

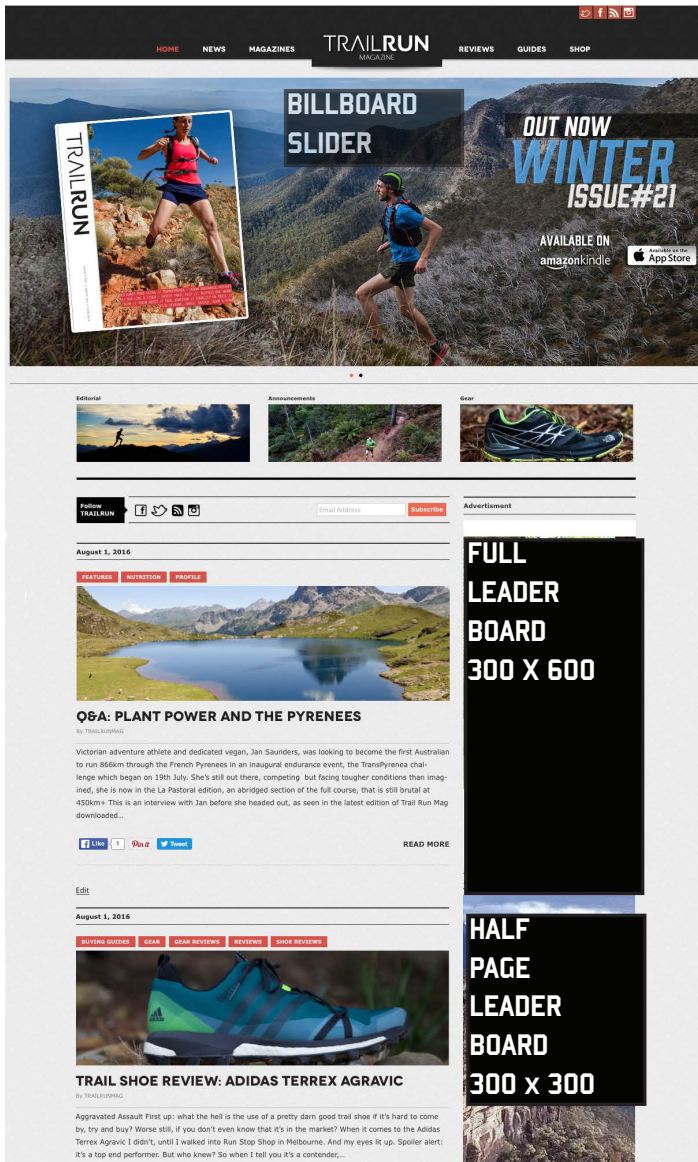
### DISTRIBUTED VIA:

- Post subscription - direct to door
- Newsagency (Gordon & Gotch)
- Supported trail events
- Specialist running retailers 16 outlets inclusive:

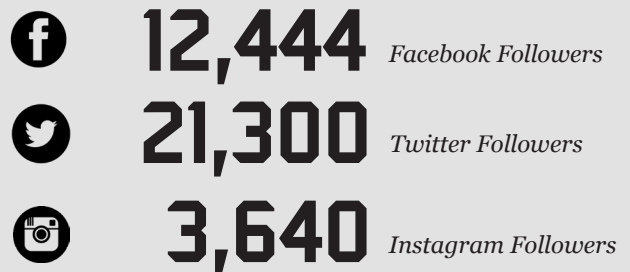


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# DIGITAL



## WEBSITE & SOCIAL MEDIA STATS



## DIGITAL OPPORTUNITIES

**DISPLAY GUARANTEED 600x300 30,000 IMPRESSIONS (MIN)**

**DISPLAY GUARANTEED 300x300 30,000 IMPRESSIONS (MIN)**

**BILLBOARD SLIDER 1200 x 500**

**eDM NEWSLETTER DISPLAY 800 x 150 8,300 DATABASE (MIN)**

**eDM NEWSLETTER SPECIFIC EDITORIAL / SALES 8,300 DATABASE**

**SOCIAL MEDIA POSTS REACH up to 34,000**

\*schedule advertising partners qualify for up to 6 social media post / year as part of package FOC.

**\$300 / month** discount for 6 month or 12 month block

**\$180 / month** discount for 6 month or 12 month block

**\$150 / week**

**\$350 / blast**

**\$900 / blast**

**\$30 / post + choose own Boost value on FB\***

## VIDEO CONTENT PRODUCTION & PLACEMENT OPPORTUNITIES

Publishers of Trail Run Mag, Adventure Types, produce **video content for outdoor and adventure brands.**

Talk to us about conceptualising and producing your next editorial brand video, from 'trail porn' to athlete interviews or embedded documentary vignettes, videos that communicate the essence of your brand and tap into your community and their hunger for credible online vision content.

Content can be stand alone for delivery via your selected channels or we can weave into a broader Trail Run Mag campaign.

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## VALUE ADD OPPORTUNITIES

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LET'S CHAT ABOUT...

- GEAR REVIEWS
- EVENT COVERAGE
- ADVERTISING ASSET DESIGN
- PRODUCT LAUNCHES
- EVENT MEDIA PARTNERSHIP
- PRODUCT PLACEMENT
- VIDEO PRODUCTION
- EXPERIENTIAL ACTIVITIES

(insitu product launches on trail, trail running tours etc)  
IN COLLABORATION WITH OUR LICENSED TRAIL TOUR PARTNER:





**TRAILRUN**  
WWW.TRAILRUNMAG.COM

Chris Ord - Publisher / Editor



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