

RUN-TRI-BIKE

2021 MEDIA KIT



runtrimag.com • @runtrimag





DEAR READERS AND PARTNERS -

Thank you. It's only 2 words but they carry the weight of the world because without you this endeavor doesn't start and/or continue.

In 2007, I started running and entering events. I remember thinking about what I needed and it was: Shorts, Shirt and Shoes.

In 2010, I began to participate in triathlons and in addition to running gear, I knew I needed a bike, helmet and swim goggles.

It's 2021 and today I have more gear, more medals and more buckles but greater than all of that are the friendships and memories I've created.

My goal with Run-Tri-Bike Magazine is to help you get to your start and finish lines but to also create a lifetime of memories.

I want to celebrate you and your victories and help you when the chips are down. We will do the work and smile and laugh along the way.

You will notice that our contributors are from all walks of life. I purposely sought them out because there will be those that wonder if endurance sports are for them.

These writers, contributors and myself are here to tell you that the answer is YES. If you're goal is to finish a 5k, a marathon, an ultra or any distance in triathlon there is a spot for you.

Thank you for reading and please email me with your ideas, thoughts or desire to contribute to this community.



JASON 'BAHA' BAHAMUNDI

214-945-4798 JASON@RUNTRIMAG.COM

DEAR READERS AND PARTNERS -

My name is Angela Naeth and I have been a professional triathlete for over 12 years. I founded IRACELIKEAGIRL, which is an all women's global endurance team. I've had the benefit of coaching athletes for the last 8 years and love being able to share what I have learned as an athlete. Personally, I have found a lot of support from the team and enjoy inspiring and motivating these athletes to be less afraid and to go for it.

When I was introduced to Run·Tri·Bike and spoke with Jason, I was instantly intrigued and wanted to be involved. With the magazine highlighting female writers, with a focus on helping beginners, I knew this was an avenue I wanted to pursue.

The additional opportunity of having representation from BIPOC, physically challenged and LGBTQ+ athletes made this platform a place where all athletes can find inspiration, motivation as well as the do's and don't, tips and tricks.

I had been searching for a way to help support others and being a part of Run·Tri·Bike will allow me to do that.

Join us on this journey and show that there is a spot at the starting line for everybody.



ANGELA NAETH

702-885-4364 ANGELA@RUNTRIMAG.COM





RUN-TRI-BIKE STATISTICS

*According to RunSignup

Overall, the number of races from 2017 to 2018 was

flat with increases in **10k or less distances as well as in Ultras and Triathlon**

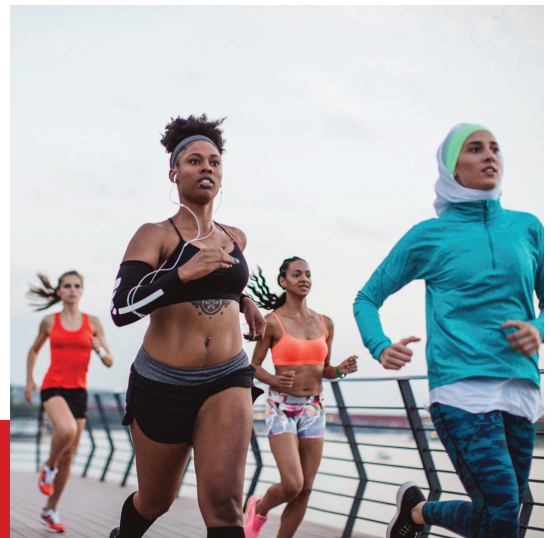
Across all distances, **18%** of registrants ran the race in the previous year but longer races retained fewer.

DISTRIBUTED

In local sporting stores, live running and triathlon events and with bi-monthly subscriptions

Participation in same races from 5k to Ultra and triathlon were flat from 2017 to 2018 at approximately

4.3 Million



ONLINE PRESENCE



With a website and social media in addition to print, we can reach athletes and create loyalty for your brand.

runtrimag.com • @runtrimag





PRICING

MONTHLY PRICING

AD SIZE

COST

1/4 page

\$250

- (1) 1/4 page ad
- (1) facebook post
- (1) instagram post
- (2) twitter posts (1 per month)

1/2 page

\$400

- (1) 1/2 page ad
- (2) facebook posts (1 per month)
- (2) instagram posts (1 per month)
- (4) twitter posts (2 per month)

full page

\$750

- (1) full page ad
- (4) facebook posts (2 per month)
- (4) instagram posts (2 per month)
- (8) twitter posts (4 per month)
- youtube interview

full page + advertorial

\$900

same as full page package + advertorial

double truck

\$1,200

front cover

\$900

premium position

\$800

(inside front cover, inside back cover, back cover)
same as full page package

ART DEADLINES

March -April 2021

2/15/21 – nondigital
2/22/21 – digital ready

May-June 2021

4/26/21

July-August 2021

6/25/21

Sept-Oct 2021

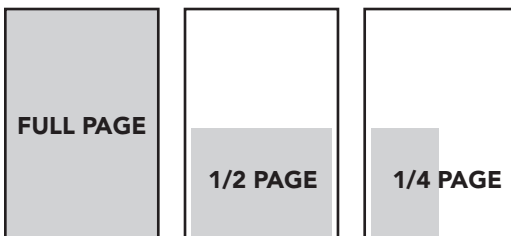
8/27/21

Nov-Dec 2021

10/25/21

AD SIZES

All digital ready ads should come
in CMYK, 300 dpi, saved as the
following file types, pdf, jpg & psd



FULL PAGE

1/2 PAGE

1/4 PAGE

trim size:
5.25"x8"

4.75"x3.65"

2.3"x3.65"

bleed size:
5.75"x8.5"



CONTACT JASON BAHAMUNDI 214-945-4798 JASON@RUNTRIMAG.COM
ANGELA NAETH 702-885-4364 ANGELA@RUNTRIMAG.COM