



T E N N E S S E E  
**running**



**2006 Media Kit & Advertising  
Rates**

# Readership Profile\*

## Age Breakdown

10-19	4%
20-29	20%
30-39	37%
40-49	18%
50-59	12%
60+	9%

## Sex

Male	60%
Female	40%

## Marital Status

Married	54%
Single	46%

## Highest Level of Education Attained

High School	9%
College	16%
College Graduate	43%
Masters/PhD	32%

## Household Income

\$17-24K	8%
\$24-35K	10%
\$35-50K	21%
\$50-75K	25%
\$75-100K	19%
\$100-125K	10%
Over \$125K	7%

## Other Publications Comparison

95% do not read *Running Journal*  
69% do not read *Runner's World*  
95% do not read *Running Times*

## Average Miles Run per Week

1-20	21%
21-30	38%

31-40	23%
41-50	14%
51+	4%

## Marathons Run per Year

0	39%
1	29%
2-3	28%
4-5	4%
6+	2%

## Nutritional Supplements Used on a Regular Basis

Bars	45%
Gels	35%
Sports Drinks	63%

## Location of Running Shoe Purchases

Catalogs	5%
Department Stores	3%
Online Stores	15%
Specialty Running Stores	58%
Sports Chain Stores	19%

## Number of Races Run Per Year

1-5	22%
6-10	31%
11-15	18%
16+	24%

## Favorite Racing Distance

5K	22%
8K	10%
10K	10%
15K	3%
Half-Marathon	29%
Marathon	27%

\* Information based on recent readers survey conducted on [www.tnrunner.com](http://www.tnrunner.com)

# Editorial Marketing

---



*Tennessee Running* is a professional publication committed to supporting the state's running community. If you are trying to market a product or event to runners and multi-sport athletes in Tennessee, we can help you.

## Advertising Benefits

Our magazine has been identified by advertisers as a convenient, effective approach to penetrating the "core runner" marketplace.

### ***Tennessee Running Magazine* will provide you with:**

- A circulation of 3,000 magazines (and rising) per issue, with readership in excess of 6,000 per issue.
- Access to the "grass roots" running market, unequalled by any other medium in Tennessee.
- An audience of serious, affluent consumers.
- A cost-effective marketing tool.
- A marketing technique that puts your company or event into the focus of Tennessee's core runners and multi-sport athletes.
- A sleek, informative, professional website that is updated, daily, with the latest regional and national running news.

## Editorial Content

Each issue of *Tennessee Running* contains articles that appeal to runners of *all* ages and abilities. Each edition has editorial focusing on training, injury prevention, and nutrition. We write about local athletes, from elite runners making an impact on the national level, to high school runners, to local masters (over-40) runners.

We also offer race reports and results from around the region. Our event calendar is the most comprehensive

and up to date in the region. We will also provide a spring and fall shoe review in our March and September issues.

*Tennessee Running* is also the official publication of the Long Distance Running division of USA Track & Field -Tennessee. As such, it is your best source for news pertaining to your sport's governing body, both on a regional and national level.



## Distribution

*Tennessee Running* is published 10 times per year, with combined issues in January/February and July/August. Each issue is distributed via paid subscriptions, store sales (specialist running stores and book stores), and at local races (in goodie bags).

# Online Marketing

---

The *Tennessee Running* website, [www.tnrunning.com](http://www.tnrunning.com), is an invaluable compliment to our publication. Our site, established in January 2005 (under the domain [www.tnrunner.com](http://www.tnrunner.com)) actually outdates our magazine by a year, and quickly established itself as the most popular running website in Tennessee.

Our site features interviews, timely race results and event coverage including reports and photo galleries from around the region. We also offer training and injury prevention tips. Our online event calendar is the most comprehensive in the region.

Advertising opportunities on our website can greatly complement your print advertising and increase traffic to your own site by offering banner or tile advertising (see page 4).

[tnrunning.com](http://tnrunning.com) can completely tailor your internet marketing campaign with thousands of guaranteed page views through the site.



# Mechanicals

---

## Printing

Tennessee Running is printed on 60-pound gloss, direct to plate. All 4-color adds are heat set. The magazine is saddle stitched and trimmed.

Trim Size: 10.75" x 8.25"

## Preferred Materials:

Digital format via CD or e-mail.

## Electronic Files

Adobe InDesign, Photoshop, Illustrator, Postscript or PDF files are preferred. All fonts must be provided unless embedded into the PDF file via Postscript. All color ads must be in CMYK format (not RGB). No web based graphics will be accepted. Resolution for all images must be set at 300dpi. Please mail a hard copy proof along with CD. We are not responsible for artwork submitted without hard copy proofs.

## Deadlines

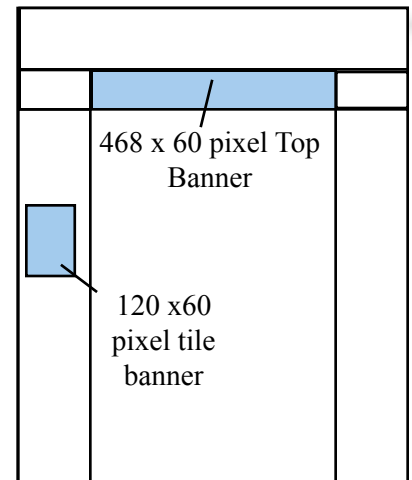
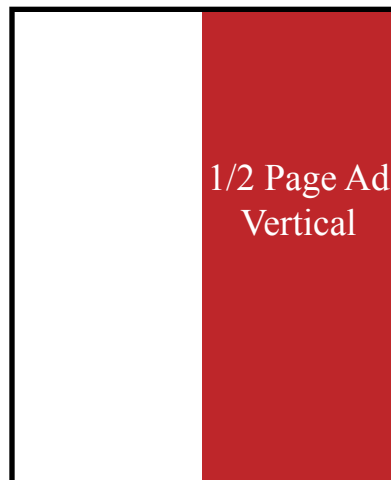
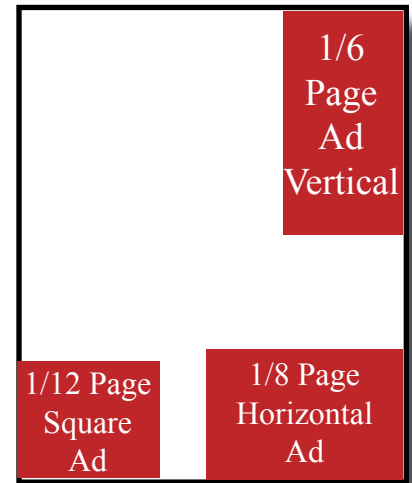
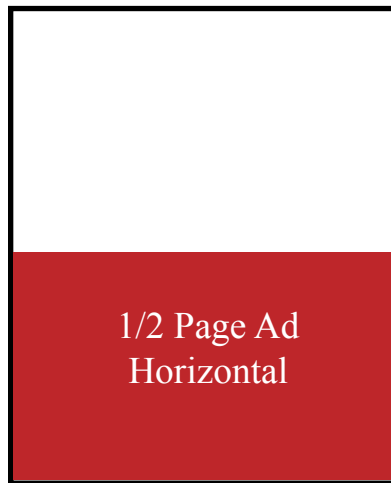
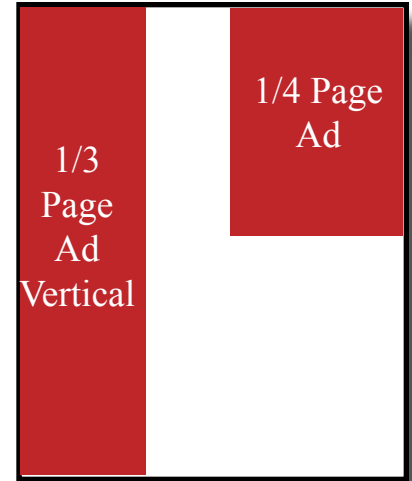
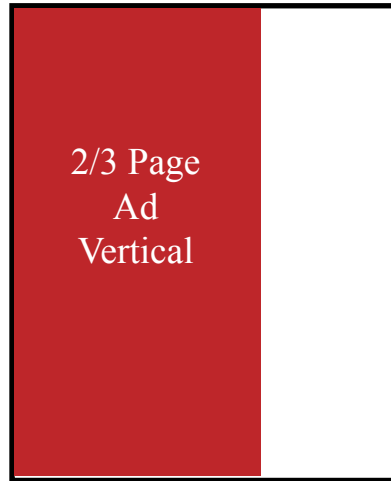
Submissions must be received by the 15th of the month prior to printing. Payment must be received by the 15th of the month after printing, unless alternate plans have been made. Past due payments will be issued with a 5% late fee per month.

## Artwork Production

If you would like, Tennessee Running's design team will produce ad artwork for an additional \$50 fee.

## Send all materials to:

Tennessee Running  
Attn: Dave Milner  
3613 Crossbrooke Drive  
Nashville TN 37221  
615.513.7327  
dave.milner@tnrunning.com



## Ad Sizes (Magazine)

### Two-Page Spread (width x height)

bleed	17" x 11"
live area	15" x 10"

### Full Page

bleed	8.5" x 11"
live area	7.5" x 10"

### 2/3 Vertical

bleed	5.5" x 11"
live area	5" x 10"

### 1/2 Vertical

bleed	4.25" x 11"
live area	3.75" x 10"

### 1/2 Horizontal

bleed	8.5" x 5.5"
live area	7.5" x 5"

### 1/3 Vertical

bleed	2.83" x 11"
live area	2.5" x 10"

### 1/4 square

bleed	4.25" x 10"
live area	3.75" x 5"

### 1/6 Vertical

bleed	2.83" x 3.66"
live area	2.5" x 3.33"

### 1/8 Horizontal

bleed	4.25" x 2.75"
live area	3.75" x 2.5"

### 1/12 Square (Marketplace only)

bleed	2.83" x 2.75"
live area	2.5" x 2.5"

## Ad Sizes

(Web Site)

### Top Banner

468 x 60 pixels

### Tile Banner

120 x 60 pixels

# Introductory Advertising Rates

## Ad Rates (per issue) - all 4-color

Ad Size	1x	2x	3x
2-page Spread	1400.00	1260.00	1120.00
Back cover (2/3 horizontal)	1000.00	900.00	800.00
Full page	800.00	720.00	640.00
2/3	585.00	526.50	468.00
1/2	440.00	396.00	352.00
1/3	305.00	274.50	244.00
1/4	220.00	198.00	176.00
1/6	170.00	153.00	136.00
1/8	100.00	90.00	80.00

## Market Place Ad Rates (at back of magazine) - all 4-color

Ad Size	1x	2x	3x
1/8	90.00	81.00	72.00
1/12 Square	65.00	58.50	52.00

Tennessee Running Ad Production Rate: \$50 per ad (regardless of size)

## Web Site Ad Rates (per month)

Ad Size	1x	2x	3x
Top Banner (468 x 60 px)	200	180	160
Tile (120 x 60 px)	100	90	80

Event advertisers will receive a BOLD listing in our race calendar of running events.

If you don't wish to take out an ad, your event can still be **BOLDED** in our race calendar for a fee of \$25.

Event advertisers who wish to also purchase an internet ad will receive a 25% discount on listed website rates.

# Marketing Services

---

## Magazine Goodie Bag Program

Throughout the year, Tennessee Running will distribute magazines free of charge for race goodie bags. Race advertisers will receive a 20% discount on listed rates for allowing Tennessee Running to distribute magazines into goodie bags.



## Tennessee Running's 'Race In A Box'

---

### Attention Race Directors!

*Tennessee Running* now provides you with the perfect package of services essential to your event's success. With our *Race In A Box* program, you will receive the following, for just one flat rate:

- Advertising in *Tennessee Running* magazine
- Free 120 x 60 pixel Tile Ad on our website
- Printed Race Numbers with event name, up to 500. \$130 for each additional grouping of 500.
- Race Goodie Bags to provide to participants.
- Help with online registration through active.com (if needed).

All *Tennessee Running* needs in return is the following:

- Space at your event for a 10' x 10' tent to promote our magazine.
- Our logo on all T-shirts and brochures
- 2 complimentary entries to your event.

### Race In A Box Rates

All rates are based on the size of ad you would like to place in the print version of *Tennessee Running*.

Ad Size	Rate
Color Spread	1600.00
Rear Cover	1200.00
Full Page Color	1000.00
2/3 Page Color	785.00
1/2 Page Color	690.00
1/3 Page Color	505.00
1/4 Page Color	420.00

These rates are based on a one-time ad run. If more than one issue is wanted, please add the 3x rate to the numbers above for each additional issue

**For more information on advertising with *Tennessee Running*, contact one of our ad representatives:**

Middle Tennessee Advertising:  
Amy Barrow  
615.293.2239  
amy.barrow@tnrunning.com

General Advertising:  
Dave Milner, Publisher  
615.513.7327  
dave.milner@tnrunning.com

East Tennessee Advertising:  
Bobby Holcombe  
865.643.2840  
bobby.holcombe@tnrunning.com



# T E N N E S S E E running

## Terms & Conditions

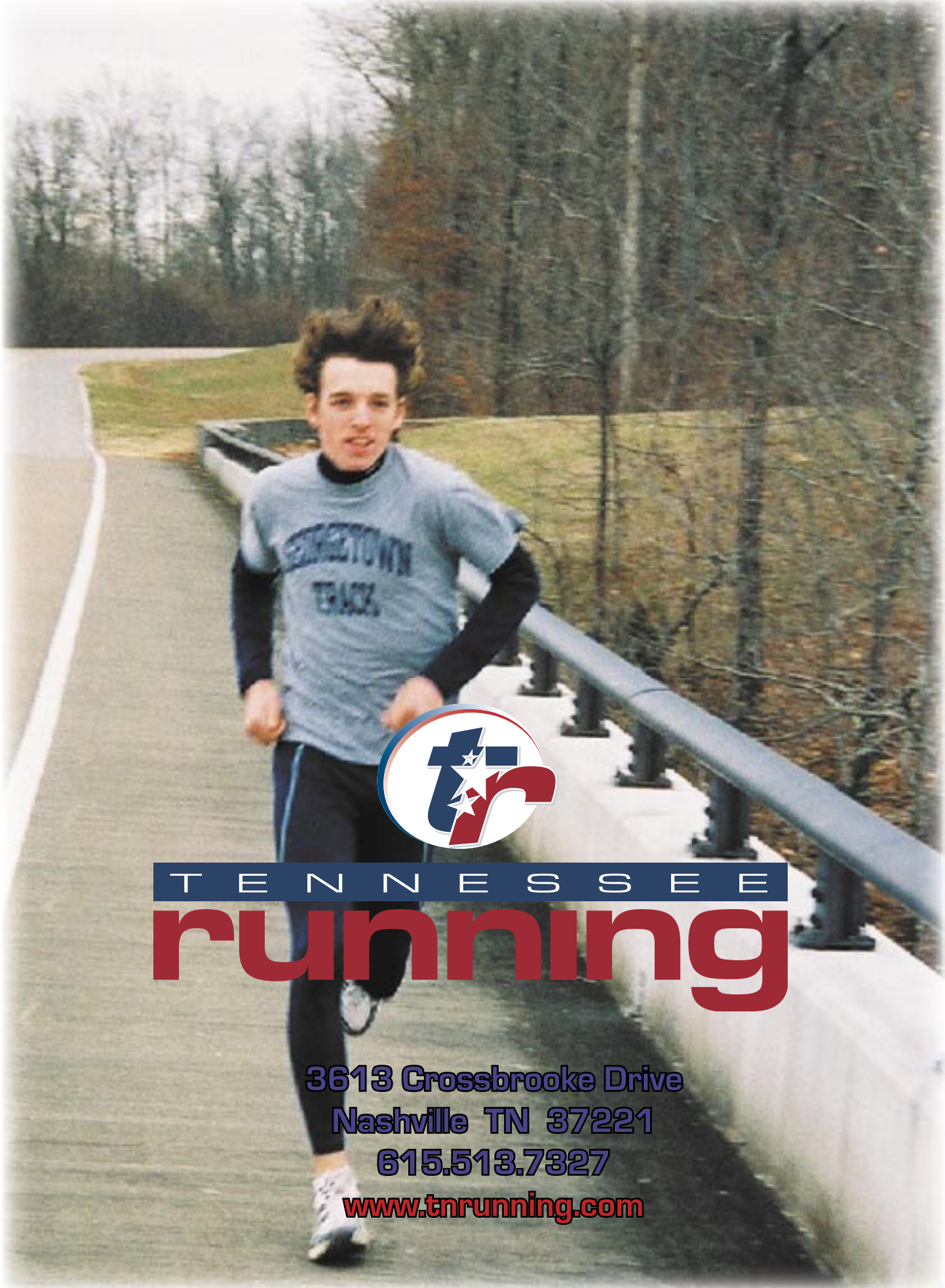
---

1. The publisher reserves the right to reject any advertising that does not reflect the quality and standards of *Tennessee Running*.
2. The publisher is not liable for product claims or representations in an advertisement. Advertisers assume sole responsibility for the content of their advertisement.
3. The publisher is not liable for any errors in key numbers or dates in submitted advertisements. All artwork produced by *Tennessee Running* must be approved in writing (via fax or e-mail) from the client prior to printing.
4. Insertion orders must be signed and submitted for all ads placed before the respective issue's closing deadline.
5. In the event that an advertiser's agent defaults in payment, the advertiser will be held responsible for space charges and any related production fees.
6. Single issue invoices are due upon receipt. Clients with contracts lasting more than one issue have the option to pay in full or for each ad, one at a time. If the advertiser chooses to pay for individual ads, payment for each ad will be due on the 15th of the month after printing. Finance charges of 5% per month on any outstanding balances will be charged if payment is not received by the 15th of the month after printing.
7. The advertiser is responsible for any and all collection fees incurred by any invoice (as well as legal fees incurred in collecting balances).

## Photo Credits

---

1. Front cover: Bill Kabasenche running in the Millhouse 15K in Wal-land. Photo by Michael deLisle.
2. Brenda Walton running in the 2005 Boston Marathon. Photo by Alison Wade | [www.fast-women.com](http://www.fast-women.com)
3. Tennessee Running Image library
4. Tennessee Running Image Library
5. Tennessee Running Image Library
6. Tennessee Running Image Library
7. Rear cover: Andrew Bumbalough training on the Natchez Trace Parkway. Photo by Dave Milner



T E N N E S S E E  
**running**

3613 Crossbrooke Drive  
Nashville TN 37221  
615.513.7327  
[www.tnrunning.com](http://www.tnrunning.com)