

# *RaceTimes Magazine*

2023

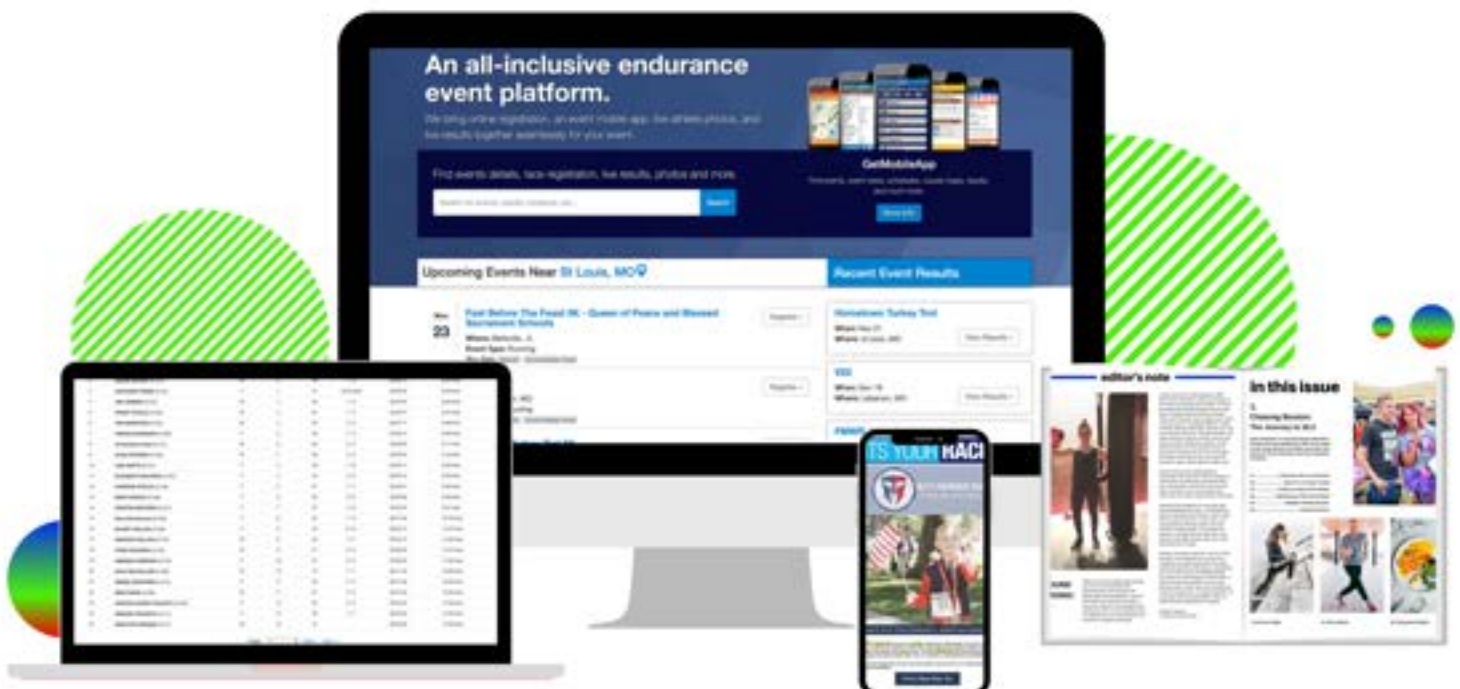
## **MEDIA KIT**

**DIGITAL EXPERIENCES  
FOR ATHLETES**


Photo Credit: Created by Aaron



- 1.....**About ITS YOUR RACE & RaceTimes**
- 3.....**Athlete Audience**
- 4.....**Placement Opportunities**
- 5.....**Placement Specs**
- 6.....**Email Placements**
- 7.....**Photo Logo Placements**
- 8.....**RaceTimes Magazine**
- 10.....**RaceTimes Placement Opportunities**







**ITS YOUR RACE**

**ABOUT**

**ITS YOUR RACE IS:**

**3.93 MM ATHLETES & 14,000+ EVENTS**

ITS YOUR RACE is our online Registration, Results, Photo and Social Media platform that delivers a customized experience to millions of athletes across thousands of races every year. Our reach includes North America and most European countries. Millions of athletes visit our website as they search for upcoming races and look at their results from past races. These athletes also visit our platform to retrieve their race photos, finisher certificates and other keepsakes. Because of our vast size and industry dominance, we are able to reach the consumers that have an interest in your products and services. Whether your brand is new to the athletic world, or an established industry icon, let us help you deliver the unique brand experiences that attract new customers and drive value to your business.





**Reach your audience**  
***with confidence!***



**3,000**

EVENTS  
PER YEAR

**900K**

ATHLETES  
PER YEAR

**13.5 MM**

AVG. ANNUAL UNIQUE  
AD IMPRESSIONS



**1.5 MM**

AVG. MONTHLY UNIQUE  
AD IMPRESSIONS



Photo Credit: Created by Aaron



**45%**

MALE



**55%**

FEMALE

## EVENT PARTICIPANTS BY AGE

12 & UNDER	25%	35 - 44	19%
13 - 17	5%	45 - 54	16%
18 - 24	6%	55 - 64	8%
25 - 34	17%	65 & OLDER	4%

## EVENTS BY TYPE

64%	RUNNING	24%	CYCLING/MTB
6%	TRIATHLON	6%	OTHER

ITS YOUR RACE

PLACEMENT OPPORTUNITIES

PREMIUM PLACEMENTS

1.52 MM IMPRESSIONS PER EVENT

Average for a 1,000 person race

ALL RESULTS PAGES FOR EVENT



EVENT LANDING PAGE



STANDARD PLACEMENTS

728K IMPRESSIONS PER EVENT

ALL REGISTRATION PAGES



PHOTO LANDING PAGE



ALL AWARDS PAGES



LOGIN PAGE



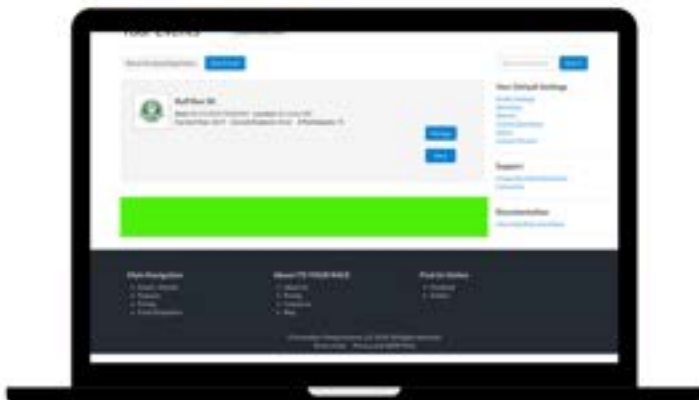


## EVENT ADMIN PAGE PLACEMENTS

CONNECT WITH UP TO  
**3,000** EVENT ORGANIZERS  
AND RACE TIMERS.

**153K** IMPRESSIONS PER MONTH

## EVENT DIRECTOR ADMIN PAGE



## MOBILE FRIENDLY PLACEMENTS



\*Both premium and standard ad placements are mobile friendly.

## SPECS

### HORIZONTAL



**730X90**

### SQUARE



**260X260**

### FILE TYPE

**300 dpi**  
**vector format**  
**jpeg**  
**gif**

Call to discuss pricing for branding IYR pages

# 60,300

## IMPRESSIONS PER MONTH

## ATHLETE CONFIRMATION EMAILS

Place an ad in the confirmation emails that athletes receive when they register for a race.

### Hometown Turkey Trot

Thursday, Nov 28, 2019 10:00 AM  
St Louis, MO

Order Completed! Thank you for registering.

Order ID: 2092233

#### Billing Information

Email: address@email.com  
Name: Jane H. Doe  
Address: 123 Main St.  
Anytown, AK 12345

#### View Your Order

You can view your order at any time by clicking the link below.  
<https://HometownTurkeyTrot.itzyourrace.com/registrant/receipt.aspx?id=1448>

#### Tell Your Friends

Tell your friends about our event and we'll pay you back. For every 3 registrants who click the link below and register, we'll give you a \$5.00 refund.  
<https://HometownTurkeyTrot.itzyourrace.com/event.aspx?id=13063&invite=a770928a>

#### Registration Summary

REGISTRATION TYPE	PRICE	FEE	QUANTITY	TOTAL
Turkey Trot 5K	\$35.00	\$3.60	1	\$38.60
1. JOHN DOE				
Race: Turkey Trot 5K				
Shirt Size: Medium				
Gender: M				
Birth Date: 1/12/1993				
Location: Anytown, AK, US				
Email: address@email.com				
Phone: 555-555-5555				
Emergency Contact: Jane Doe, 555-555-5555				



Total Amount Paid: \$38.60

# 20,000 to 200,000

## TARGETED ATHLETES

## SPONSORED EMAILS

Deliver sponsored email content to ITS YOUR RACE users.

# ITS YOUR RACE

## 9/11 HEROES RUN

"If Not Me, Then Who..."

UNITE WITH YOUR COMMUNITY. HONOR OUR HEROES.

The 9/11 Heroes Run honors our heroes: those lost on September 11th and in the wars since, as well as the veterans, active duty, first responders, inspired civilians and families of the fallen that support them. The 9/11 Heroes Run 5K welcomes participants of all ages and levels to run, walk, ruck or volunteer in remembrance and gratitude.

Join us this September at one of our 90 locations across the U.S. to raise awareness and honor the fallen.

Find a Race Near You

Call to discuss pricing for branding emails



## ITS YOUR RACE **PHOTOS**



## ITS YOUR RACE **BIBS**



### Make a huge impact

An event with 500 athletes produces from 5,000 to 10,000 photos. If just 150 athletes share their photos on Facebook and Instagram, your logo will create up to 400,000 impressions. And that's for just one event on IYR.

**CUSTOM SOLUTIONS AVAILABLE**

# 10+ MM

**SPONSOR 50  
EVENTS ON IYR  
AND MAKE OVER  
10 MILLION  
IMPRESSIONS**

**CONTACT THE SALES TEAM  
FOR ADDITIONAL DETAILS**

# 1.2 MM

**PER YEAR POSSIBLE**



Packages (Prices reflect totals, unless otherwise noted)	30 Days	60 Days	90 Days
Premium - Single Event All Results Pages	\$1,000	\$1,500	\$1,700
Premium - Single Event Landing Page	\$750	\$1,125	\$1,275
Standard – Single Event All Registration Pages	\$650	\$975	\$1,120
Standard – Single Event All Photo Pages	\$650	\$975	\$1,120
Standard – Single Event All Award Pages	\$650	\$975	\$1,120
Standard – Single Event Login Page	\$400	\$600	\$700
Bundle – All Standard Pages for a Single Event	\$1,400	\$2,000	\$2,200
Event Admin Pages – Single Event	\$400	\$600	\$700
Athlete Confirmation Emails – Single Event	\$250	\$350	\$400
Targeted Monthly Emails to 20,000-200,000 athletes	\$0.20/Per	\$0.18/Per	\$0.16/Per
Logo on front of ITS YOUR RACE bib (25,000 minimum)	\$0.38/Per	\$0.35/Per	\$0.30/Per

Call your sales representative for information on discounts for multiple events.





## RACETIMES MAGAZINE

600,000+ TOTAL SUBSCRIBERS AND GROWING MONTHLY

TARGET MARKET INCLUDES RUNNERS, CYCLISTS & TRIATHLETES

THOUSANDS OF RACE ORGANIZERS ALSO RECEIVE OUR MAGAZINE

SWEET SPOT FOR READERS IS FROM AGE 12 TO 55

55% OF READERS ARE FEMALES - 45% ARE MALES

92% OF READERS ARE IN NORTH AMERICA

PUBLISHED SIX TIMES A YEAR

OUR WEBSITE ALSO ATTRACTS THOUSANDS OF ATHLETES

# RaceTimes

FALL EDITION

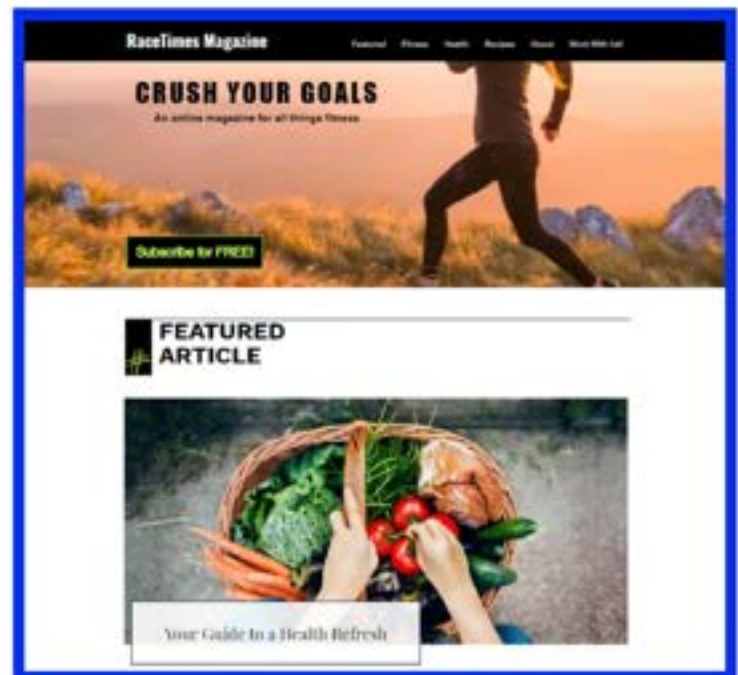
LET'S GET BACK  
TO RUNNING

EACH ISSUE IS DELIVERED TO THE SUBSCRIBER'S INBOX

MOBILE FRIENDLY



WEBSITE WITH LIBRARY OF ARTICLES





## EDITORIAL CALENDAR

FREQUENCY: **6 ISSUES/FLIGHTS**

### JAN/FEB

AD CLOSE | SEND DATE  
12/10/22 | 1/3/2023

### MAR/APRIL

AD CLOSE | SEND DATE  
2/10/23 | 3/3/23

### MAY/JUNE

AD CLOSE | SEND DATE  
4/10/23 | 5/3/23

### JULY/AUG

AD CLOSE | SEND DATE  
6/10/23 | 7/3/23

### SEPT/OCT

AD CLOSE | SEND DATE  
8/10/23 | 9/3/23

### NOV/DEC

AD CLOSE | SEND DATE  
10/10/23 | 11/3/23





## ADVERTISING OPTIONS

### BRONZE PACKAGE



1/3 Page Square Ad:  
5" W X 4.875" H  
Standard Directory Listing

### SILVER PACKAGE



1/3 Page Vertical Ad:  
2.625" W X 10.5" H  
Standard Directory Listing

### GOLD PACKAGE



1/2 Page Horizontal Ad:  
8" W X 5" H  
Enhanced Directory Listing

### PLATINUM PACKAGE



2/3 Page Ad:  
5" W X 10.5" H  
Enhanced Directory Listing

### A LA CARTE



Full Page Ad  
Inside Front Cover Ad  
Inside Back Cover Ad  
8.5" W X 11" H  
8.625" W X 11.125" H  
(with bleed)



Top Banner Ad  
Bottom Banner Ad  
700px W X 150px H

#### STANDARD DIRECTORY LISTING

Name, Location, URL

#### ENHANCED DIRECTORY LISTING

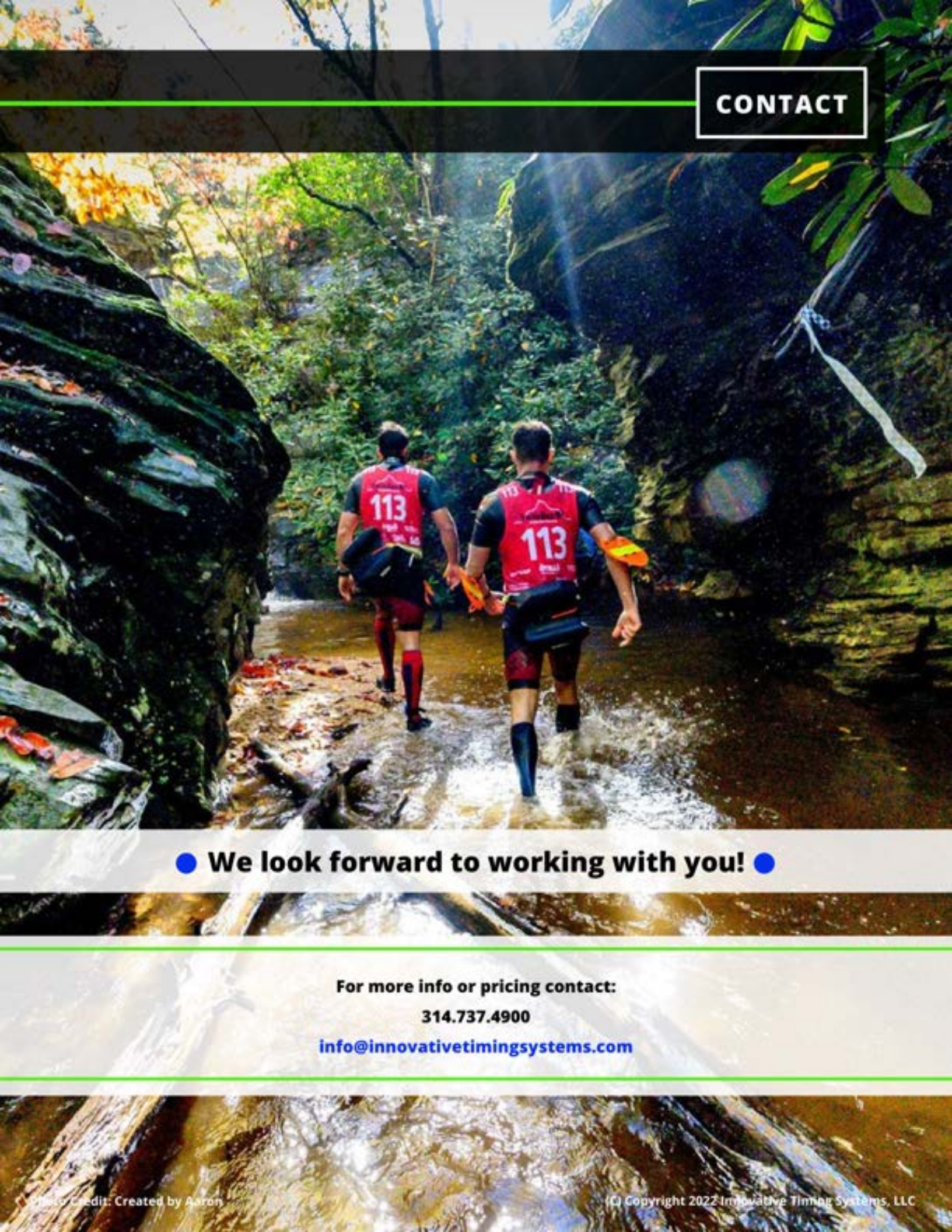
Name, Location, URL, Logo, Description

Specs are subject to change without notice. Submitted content to be edited at the sole discretion of RaceTimes. Full-color ads to be submitted in high-resolution (300 dpi), JPEG format. Logos to be submitted in high-resolution (300 dpi), EPS/AI (vector, outlined) format. RaceTimes is not responsible for color variation or advertiser errors.



Packages (per Issue)	1 Issue	3 Issues	6 Issues
Bronze	\$4,000	\$3,700	\$3,000
Silver	\$4,000	\$3,700	\$3,000
Gold	\$6,000	\$5,600	\$4,600
Platinum	\$7,000	\$6,500	\$5,300
Full Page	\$10,000	\$9,500	\$7,695
Full Page Inside Front	\$11,500	\$10,500	\$8,500
Full Page Back Cover	\$11,000	\$10,000	\$8,100
Top or Bottom Banner	\$1,500	\$1,400	\$1,100



A full-page background image showing two triathletes from behind, running through a shallow stream in a lush forest. They are wearing red athletic gear with the number 113 on their backs. The scene is dappled with sunlight filtering through the trees.

**CONTACT**

● **We look forward to working with you!** ●

**For more info or pricing contact:**

**314.737.4900**

**[info@innovativetimingsystems.com](mailto:info@innovativetimingsystems.com)**