

Ultrarunning World

ROAD, TRACK & TRAIL MULTIDAY & ULTRA DISTANCE NEWS ISSUE 9



Ultrarunning World Magazine

Positioning

Ultrarunning World was first published in April 2007 as an occasional magazine. This Autumn, the magazine was re-launched with a new team and is now being produced on a monthly basis.

The magazine was created to cover multiday races that fell outside the remit of the leading American magazines which tended to focus on trail running in the western half of the country. At that time there were no British or English language based publication dedicated to ultrarunning in Europe.

Ultrarunning World fills the gap left by other running publications covering 24 hour races and beyond on road, indoor, track and trail. Trail running in the UK has become very popular taking up 95% of ultras at this time.

Structure

The content falls naturally into a few broad and flexible categories, News, Race Reports & Results, Featured Articles, Health & Nutrition and Upcoming Races.

Featured articles promote the brightest and most impressive essays selected by the editorial team. Well-known guest speakers and ultramarathon champions bring depth and authenticity to the content whilst upcoming races announce details of new and regular forthcoming events. Sponsored advertisements provide a great opportunity to attract runners planning their schedules.

The content shares unique experiences realised by ultrarunners over super long distances and in extreme events. Providing news, views and reports not found in other running magazines, Ultrarunning World focuses solely on events longer than marathons - the ultramarathons and multiday races stretching from 50 miles to the 3100 mile race and the Trans-Europe stage races. It features news of popular races, training advice, articles covering a wide range of relevant topics and several calendars.



Audience

The readers are a range of 30-65 year old runners aspiring to go beyond the marathon from beginners to more experienced runners and to ultrarunners throughout the international community. Also of interest to race organisers, race service providers like caterers and event timing, crew members, equipment suppliers, therapists, medical and para-medical services.

Recently arrangements have been made with the International Association of Ultrarunners, the I.A.U., the governing body of the sport, to provide news and updates of its activities.

The magazine appeals to both men and women with women being a significant growth factor over the last 10 years entering events in increasing numbers.

The publication offers an opportunity to connect with these groups by promoting a suitable and sustainable lifestyle through featured articles that explore the challenges that these super-long distance events provide.

Statistics

Ultrarunning World and Multidays.com websites combined:
 2017 Page views = 370,000
 2017 Unique views = 130,000
 Facebook followers 1,600, Reach = 250 per post
 Twitter: 200 followers

Top Three Locales

United States
 Great Britain
 France

The magazine is currently available on the Ultrarunning World website as a free pdf and is also available in the UK as print edition from the publisher at a cost of £3:00.

Page counts vary from 36 -48 pages.

Advertising Rates

| Type | 1 Month | 3 Months | 6 Months |
|--------------------|---------|----------|----------|
| 1/4 page portrait | £20 | £50 | £90 |
| 1/2 page landscape | £35 | £90 | £170 |
| Full page portrait | £45 | £120 | £200 |

Places that have mentioned our work:

- [The Guardian](#)
- [Tribesports](#)
- [Trail Running Nepal](#)
- [Mail & Guardian South Africa](#)
- [La Transtica](#)





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