

PARTNERSHIP OPPORTUNITIES 2022

GREAT RUNS



FOR RUNNERS WHO TRAVEL AND TRAVELERS WHO RUN

THE ULTIMATE GUIDE TO THE BEST PLACES TO RUN IN DESTINATIONS WORLDWIDE



The only resource of its kind
1,000+ unique destinations
10,000+ curated routes

All researched by a team of editors in consultation with locals

5.5 million page views in 2021

GREAT  RUNS 

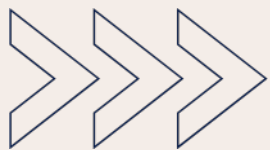




**THINK 'LONELY PLANET'
FOR RUNNERS**

- The only resource of its kind for runners, with deeply researched guides for the most popular cities, regions, and vacation destinations
- Reach the hundreds of millions of everyday runners who run locally & when they travel
- Focus is on the average, everyday runner
- Intersection of the running/fitness/travel markets

FROM OUR READERS



50,000

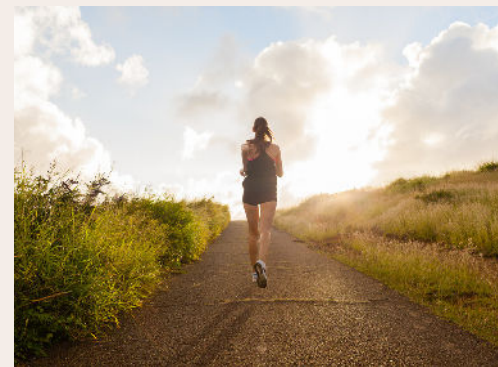
hours spent on the
site in 2021 by runners,
hikers, walkers, + triathletes

JULIET D., SEATTLE



"Just wanted to send you a note to thank you for the routes you posted for Dubrovnik and Krakow. I was lucky to find your site in my search results and have seriously upgraded the quality of the runs on my Euro trips since discovering Great Runs."

KATHARINE H., NEW YORK



"I recently spent several weeks in London and in DC and did every one of the runs in both cities. They were all incredible. Thank you a millionfold. You make the quality of my life better."

Search by Location:

- Cities, i.e. London, Boston
- Vacation destinations, i.e. Disney
- Regions, i.e. Tuscany

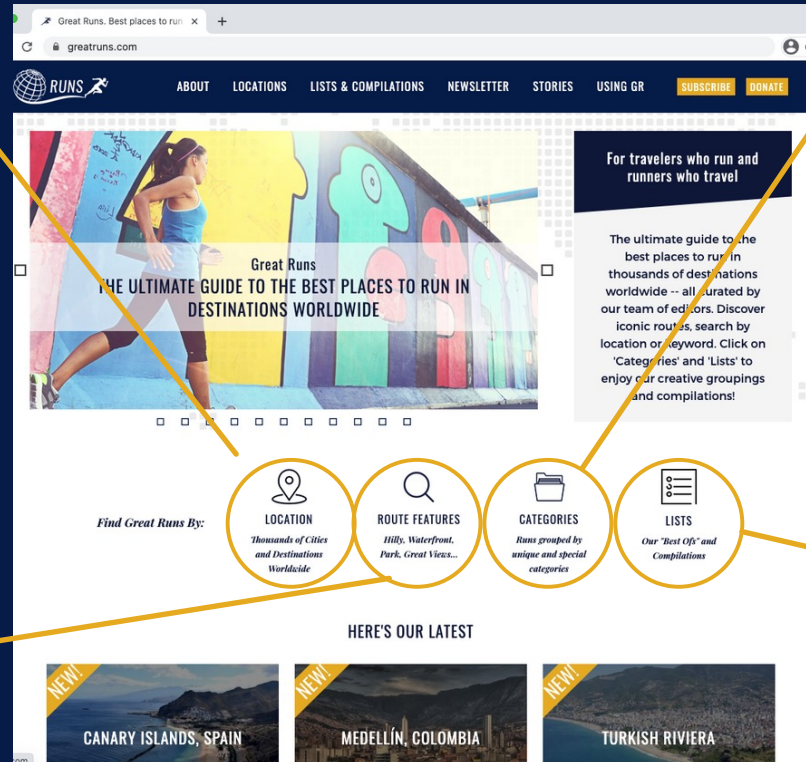


Search by Route Features:

- along the water, parks, hilly, beach, etc.

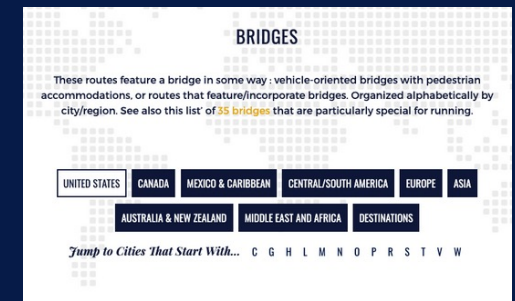


Our Website



Search by Category, i.e.:

- Great Beach Runs
- Classic River Paths
- 'Runseeing' Tours



Our 'Best of' Lists

- Best winter running cities
- Most beautiful parks
- Foliage routes



OUR AUDIENCE

620 MILLION

PEOPLE RUN WORLDWIDE

57

million
Americans run

50%

of runners run
4+ days a week

40%

of business
travelers exercise

SOURCES: OIA PARTICIPATION REPORT, CARLSON WAGONLIT TRAVEL

GREAT RUNS 2021 SITE TRAFFIC

The ultimate guide to the best places to run in destinations worldwide.



5.5 MILLION

Page views

2 MILLION

Unique users

85%

Find us through
organic search

**CONSISTENTLY
RANKED IN
TOP 1-3 SPOTS ON
GOOGLE SEARCH**

Searches like...

”

Where to run in _____ .

Running routes in ...

Best runs near me

Places to run in ...

GREAT RUNS CONTENT ASSETS



1,500+

Curated Locations &
Route Overview
Maps

Major cities &
travel
destinations,
worldwide.
Includes 200+
National Parks

10,000+

Curated Routes &
Route Maps

Deeply
researched to
ensure they're
scenic & safe

'Best of' Lists

Favorite Routes
Best Running Cities
Thematic Lists
Seasonal Lists

Route Features

1,500 Routes Along the Water
1,700 Routes in Parks
1,100 Beautiful Residential Areas
1,600 Multi-Use Trails
... & More

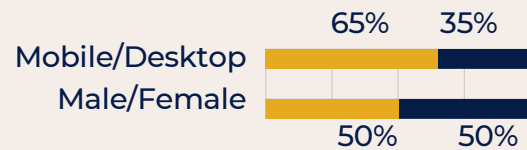
Special Categories

'Runseeing' Tours
Seaside Promenades
Classic River Runs
Iconic Parks
Rails-to-Trails
Great Beach Runs
University Campuses
Estates & Castles
Gorgeous Neighborhoods
Foliage & Blossoms
Arboretums/Botanic Gardens
Unique, 'One-of-a-Kind' Runs
Desert Routes
Olmsted; Near Airport; Parkrun

DIGITAL DEMOGRAPHICS: Web



North America	70%
ROW	30%



50% of users are ages 18-35
(vs. 23% of population)

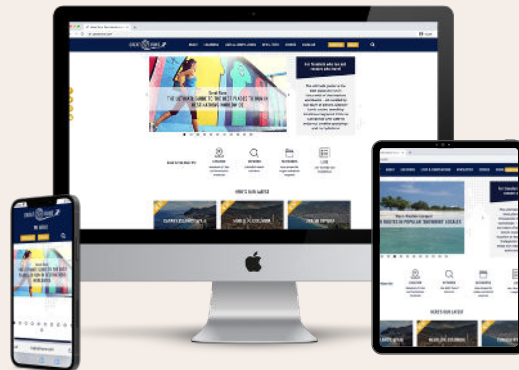
Skews affluent, travel



EMAIL REACH

The Great Runs e-newsletter is sent 2x per month to over 25,000 subscribers. Opportunities are available for banner ads, editorial newsletter sponsorships, and dedicated partner emails.

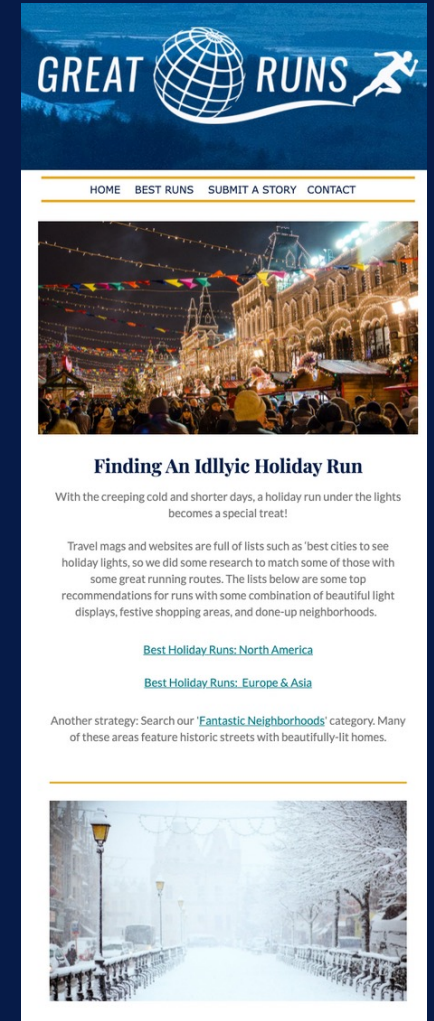
55% male, 45% female
34% ages 18-34
50% ages 34-54



36%
Open rate

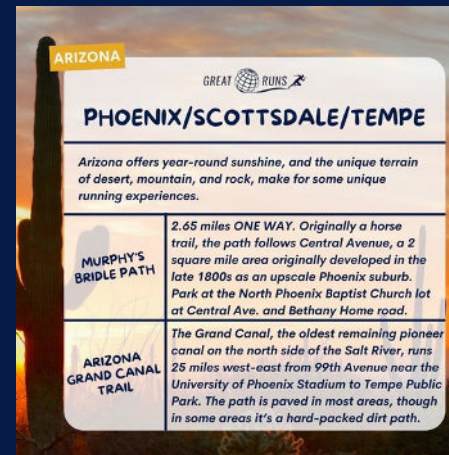
25,000+
Subscribers

2.5%
Clicks



SOCIAL MEDIA (NEW)

In late 2021, we began to develop infographics to showcase new curated routes and engage with the run community on Facebook, Instagram, and Twitter!



100,000+
Monthly reach

6,500
Total followers

35,000+
Impressions
per month



Great Runs Team



Mark Lowenstein, Founder and Chief Running Officer

- Long-time telecom executive & consultant
- Ex-VP, Market Planning & Strategy, Verizon Wireless
- Author of three running books, including *Great Runs in Boston*



Kelsey Perrett, Senior Editor

- Author, recently published *New England Hiking* (Moon)
- Freelance Writer & Editor



Ansley Fones - Website Development

- Founder & Creative Director, Ansley Fones Web Design & Development



Landen Buckley - Advisor

- CEO, StoryTree
- Experienced Silicon Valley entrepreneur
- *JD, Pepperdine*



Top Rope Media

- Digital & Social Media Strategy & Marketing

Working with Great Runs

SITEWIDE ADS

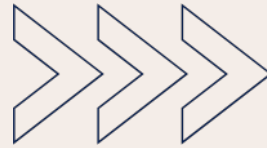
Digital ads are site wide + exclusive category sponsorships are available.

STANDARD GUIDELINES

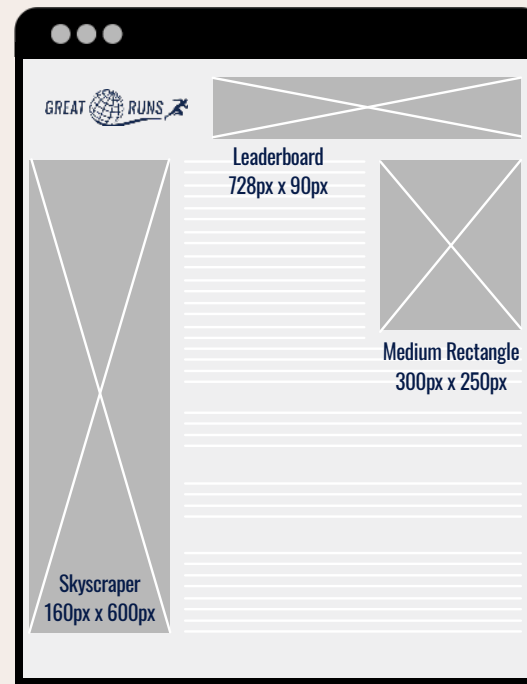
Guidelines are consistent with IAB specifications. All creative assets must be submitted within 72 hours of the launch date specified. Standard ad types we accept include JPG, GIF, HTML.

NEED GRAPHIC DESIGN SUPPORT?

Our team can work with you to design your creative assets.



Desktop/Tablet



Mobile



EXCLUSIVE CATEGORY SPONSORSHIPS



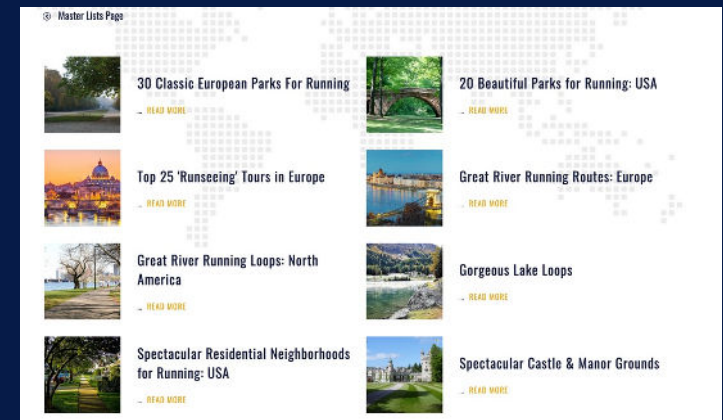
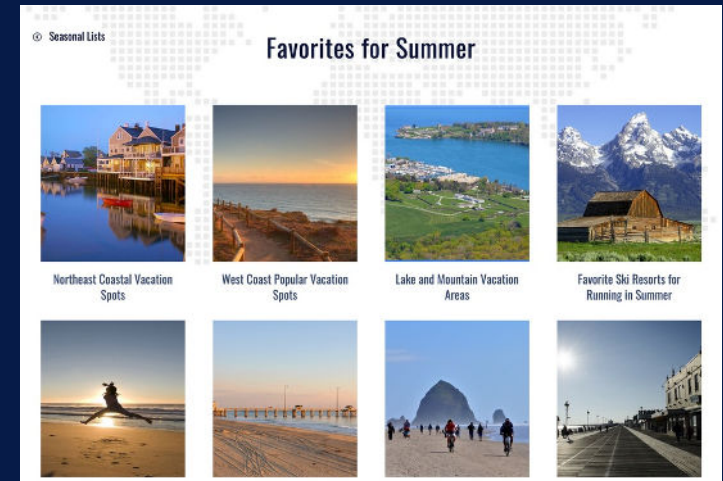
SEASONAL LISTS + COMPILATIONS

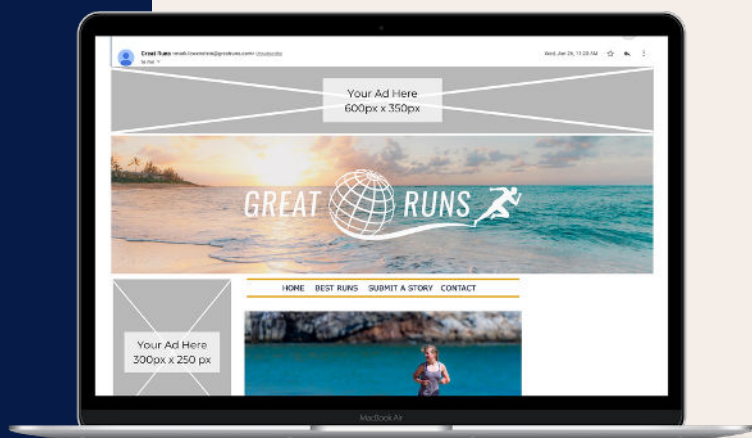
Sponsor our seasonal content, including location & route pages, 'best of' lists, and seasonal email newsletters.

- + Fall Foliage Running Package
- + Winter Running Packages (winter hotspots or snowbird destinations)
- + Spring Fever Running Package
- + Summer: Beaches & Vacation Hotspots Running Package

REGIONAL + CONTENT SPECIFIC OPTIONS

- + Sponsor content for particular regions (i.e. United States, Canada, Europe) or areas (Florida, California, UK, etc.)
- + Sponsor special destinations (National Parks, Caribbean, Mountain resorts, etc.)





EMAIL AD SPECS

Open rate is consistently above 35% with a CTR of 2.5%

- The Great Runs e-newsletter is delivered twice a month to 25,000+ subscribers.
- We showcase new routes, seasonal highlights, and featured stories.

Ad Sizes: 600px x 350px and 300px x 250px

File sizes cannot exceed 2MB. Standard GIF or JPG only. All creative assets must be submitted within 72 hours of the e-newsletter deadline.

NEW INITIATIVES

Stories



Submit a Story to be Shared with the Great Runs Community!

New Great Runs Feature: Running Stories! This is an opportunity to share your special running experiences with the Great Runs community. Have you run in an especially beautiful location? Had a unique running experience? Overcome a major hurdle? We'd love to hear running tales. A selection of these stories will be published on the Great Runs Stories Page.

[SUBMIT YOUR STORY](#)[SUBMISSION GUIDELINES](#)[READ STORIES](#)

Community Events



Awards & Designations

GR Challenge



HOW MANY CITIES CAN YOU RUN?

A UNIQUE CHALLENGE CELEBRATING FANTASTIC RUNNING ROUTES IN DESTINATIONS WORLDWIDE

[How It Works/Reward Info](#)[Register](#)[Sign In/Enter Route](#)

Participants have run a total of 0 km on 0 runs in 0 locations in the Great Runs Challenge.

THREE ACHIEVEMENT CATEGORIES

- **JETSETTER:** # of **CITIES** run
- **ROUTE HERO:** # of **ROUTES** run
- **CITY CHAMPION:** # of routes run in a **LOCATION**

TWO TYPES OF REWARDS

- Leaderboard prizes awarded to the top city and route finishers after each season
- Prizes for completing milestones along the way

Brought to you by GreatRuns.com
FOR TRAVELERS WHO RUN AND RUNNERS WHO TRAVEL

#GREATRUNSCHALLENGE



GREAT RUNS

HELPING RUNNERS FIND THEIR NEXT GREAT RUN



Contact:


Mark Lowenstein
Chief Running Officer
mark.lowenstein@greatruns.com
(617) 913-8900
www.greatruns.com



Appendix: GR Website Screenshots

Each Location is a Self-Contained 'Running Guide'

United States SANTA BARBARA, CA Skip to Routes



Santa Barbara has all the reasons we love California: mountains, beaches, vineyards, a cultured urban center with a strong running community... and great weather. This coastal city just 2 hours north of Los Angeles (reachable by train), also known as the "American Riviera," offers spectacular scenery. Our guide to running in Santa Barbara includes beach runs, bike paths, central routes through downtown and the UC Santa Barbara campus, and hilly roads through farm fields and vineyards.

Running highlights include extensive paths along the waterfront from Shoreline Park to East Beach, ocean/beach-centric routes to the north around the UC Santa Barbara Campus and the Goleta area, as well as to the south in Carpinteria. For hill lovers, there are great trail running options in Gould Park, Rattlesnake Canyon, and Romero Canyon. For great homes, run in the windy, hilly streets of the Hope Ranch neighborhood. Note that although the waterfront area is flat, it's very hilly just east of the city.


With an excellent, all-electric bus fleet, Santa Barbara is an easy city to navigate car-free (see [accessibility resources](#)). Though trail runners should know that some trailheads are significantly outside the city and are not accessible by public transportation. Otherwise, stick close to town and enjoy access to Santa Barbara's historic sites, shopping centers, wineries, and of course – fish tacos.

LOCATION AUTHOR: KELSEY PERRETT

SHARE: f t g+

SEE ALL ROUTES


ALL ROUTES ICING ROUTES WEATHER & CLIMATE WHERE TO STAY STORES & GROUP RUNS EVENTS



DOWNTOWN SANTA BARBARA "RUNSEEING" TOUR
SANTA BARBARA, CA

A pleasant "runseeing" tour of historic downtown Santa Barbara. We've mapped 2.5 miles from the Mission to the Waterfront, using State St. as an anchor, as well as a map of some of Santa Barbara's historic sites and buildings.

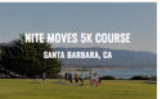
EXPLORE



SANTA BARBARA WATERFRONT SPECTACULAR
SANTA BARBARA, CA

The signature Santa Barbara run is between Shoreline Park and East Beach, featuring beaches, marina, parks, palm-lined boulevards, mountain views, and more! The total distance is nearly 5 miles one-way, all on paths.


EXPLORE



NITE MOVES 5K COURSE
SANTA BARBARA, CA

The route of a popular 5K event in Santa Barbara, along a great section in a central location, highlighting Shoreline Park, and Leadbetter Beach, just north of the Harbor. Join Nite Moves on Wednesdays in summer if you're in town!


EXPLORE



HOPE RANCH NEIGHBORHOOD
SANTA BARBARA, CA

A pleasant, shaded run in one of Santa Barbara's toniest neighborhoods. Lovely homes and beautifully landscaped streets. It's about 5 miles from Highway 101 to the shore along Las Palmas Dr. and Marine Dr.

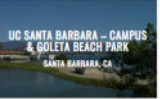
EXPLORE



ARROYO BURRO (HENDRY'S) BEACH LOOP
SANTA BARBARA, CA

For an iconic run along a long stretch of beach, look no further than Arroyo Burro Beach County Park – more commonly known as Hendry's Beach. Feel like California's Rocky Balboa while sprinting up the steep steps that connect the beach to the return path.

EXPLORE



UC SANTA BARBARA - CAMPUS & GOLETA BEACH PARK
SANTA BARBARA, CA

Few college campuses rival UC Santa Barbara in beauty. Follow this loop around the paved lagoon path, with views of the university, and out to Del Pieta Bluffs which cruises the cliffs lining the Pacific Ocean.

EXPLORE

Santa Barbara Running

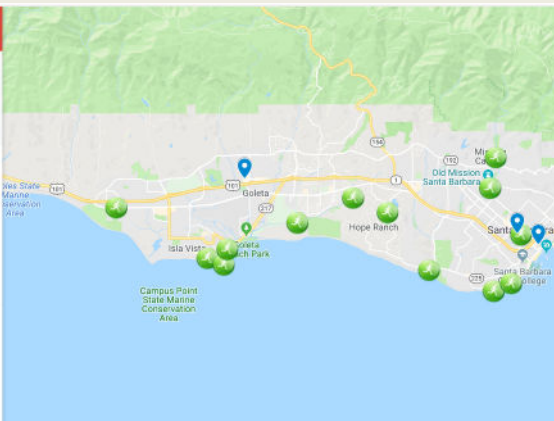
Here are the best places to run in Santa Barbara, from beaches to parks to canyons.
<http://greatruns.com/location/santa-barbara>
13,430 views
SHARE EDIT

Running Routes

- Waterfront Run - South End
- Waterfront Run - North End
- Channel Dr. Waterfront
- Nite Moves Course
- ... 15 more

Stores and Group Runs

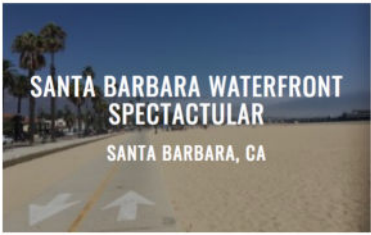
- Santa Barbara Running
- Santa Barbara Running
- Lorna Jane Santa Barbara



Location Home Page

- Location Overview
- Route Thumbnails
- Running Overview
- Other 'runner-centric' essential info: weather, where to stay, running stores, running groups, signature running events

Routes Detail




SANTA BARBARA WATERFRONT SPECTACULAR
SANTA BARBARA, CA

The signature Santa Barbara run is between Shoreline Park and East Beach, featuring beaches, marina, piers, parks, palm-lined boulevards, mountain views, and more! The total distance is nearly 5 miles one-way, all on paths.

[EXPLORE](#)

© Santa Barbara, CA

SANTA BARBARA WATERFRONT SPECTACULAR



[Along the Water](#) [Historic / Tourist](#)

[Iconic](#) [Multi-Use Trails](#)

ESSENTIALS

DISTANCE 4.9 miles one-way (includes Castillo Point & Stearns Pier). Can be easily shortened and joined at any point

ELEVATION flat

START At any point. North end is Shoreline Park, South end is East Beach

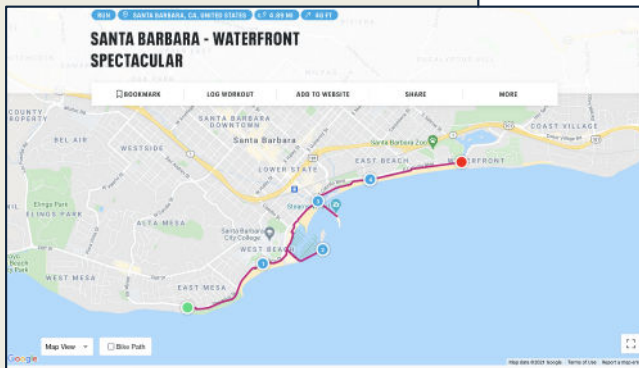
ACCESS Shuttles run along Cabrillo Blvd.

[ROUTE MAP](#)

[ROUTE MAP: MONTECITO LOOP](#)

OTHER ROUTES IN THIS AREA

[UC SANTA BARBARA – CAMPUS & GOLETA BEACH PARK](#)
Few college campuses rival UC Santa Barbara in beauty. Follow this loop around the paved lagoon path. [more...](#)



Search: By Location, Route Feature, Category, or Freeform

New Europe Locations
BRITTANY, MALTA, PORTOROŽ

For travelers who run and runners who travel

Also, freeform search, i.e. 'Lucca, Charles River Paths'

Find Great Runs By:

LOCATION
Thousands of Cities and Destinations Worldwide

ROUTE FEATURES
Hilly, Waterfront, Park, Great Views...

CATEGORIES
Runs grouped by

LISTS
Our "Best Of's" and

Iconic
By the Beach
Great Views
Historic / Tourist
Multi-Use Trails

Along the Water
Gorgeous Residential
Hilly
Parks
Trail Running

HERE'S OUR LATEST

Arboretums/Gardens
Best Beach Runs
Blossoms & Blooms
Beautiful Lake Paths
Classic River Paths
Desert Runs
Estates & Castles
Fantastic Neighborhoods
Foliage Routes
Iconic Parks
Near Airport
National Parks
Olmsted
Olympic Sites
Routes with Videos
Parkruns
Runseeing' Tours
Seafront Promenades
Spectacular Bridges
'Unique' Runs