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
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

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.”

50,000 hours spent on the site in 2021 by runners, hikers, walkers, + triathletes
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.

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

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

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

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

Route Features

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

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<th>Region</th>
<th>North America</th>
<th>ROW</th>
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<table>
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<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
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<td></td>
<td>50%</td>
<td>50%</td>
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50% of users are ages 18-35 (vs. 23% of population)
Skews affluent, travel
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.

**EMAIL REACH**

- **Open rate**: 36%
- **Subscribers**: 25,000+
- **Clicks**: 2.5%

**Demographics**

- **55% male, 45% female**
- **34% ages 18-34**
- **50% ages 34-54**
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 are we accept include JPG, GIF, HTML.

NEED GRAPHIC DESIGN SUPPORT?
Our team can work with you to design your creative assets.
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 Features: Running Stories! This is your 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 your running tales. A selection of these stories will be published on the Great Runs Stories Page.

Community Events

The Ultimate Running Road Trip!
A Zoom Discussion with Aurèle Vilmer About Her Two-Year-Long Running Trip Across the USA

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 500 km on 6 runs in 6 locations in the Great Runs Challenge.

THREE ACHIEVEMENT CATEGORIES
1. SETTLER: 60 km run
2. ROUTE HERO: # of routes run
3. CITY CHAMPION: # of routes run in a LOCATION

TWO TYPES OF REWARDS
1. Leaderboard prizes awarded to the top city and route leaders after each season
2. Prize for completing all 5 routes across the USA

Branded to you by GreatRuns.com

FOR TRAINING WITH RUN AND JOIN THE RUNNERS WHO TRAVEL

#GREATERUNSCHALLENGE
GREAT RUNS
HELPING RUNNERS FIND THEIR NEXT GREAT RUN

Contact:
Mark Lowenstein
Chief Running Officer
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(617) 913-8900
www.greatruns.com
Appendix:
GR Website Screenshots
Each Location is a Self-Contained ‘Running Guide’

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
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.

- **Along the Water**
- **Historic / Tourist**
- **Iconic**
- **Multi-Use Trails**

Santa Barbara run is between Shoreline Park and East Beach, featuring beaches, parks, palm-lined boulevards, mountain views, and more! The total distance is nearly 5 miles one-way, mainly following multi-use paths. Starting from paddling south, you’ll reach the Harbor, which has a nice 0.5 mile path. Return to the main path and continue along palm-lined Wharf and run out to the pier. From there, it’s another 1.5 miles to Pacific on one side, and mountains to the east. This is an easy and very runnable. Regular shuttles along Cabrillo allow for one-way options. Key from Shoreline Park:

**OTHER ROUTES IN THIS AREA**

- UC Santa Barbara – Campus & Goleta Beach Park

For additional runs visit UC Santa Barbara is nearby. Follow this link around the university area. www...
Search: By Location, Route Feature, Category, or Freeform

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 View...

CATEGORIES
Runners grouped by

LISTS
Our "Best Of" and

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
Parks
Parkruns
Runners with Videos
Seafront Promenades
'Sunrise' Tours
'Sunsets' Tours
'Spectacular Bridges'
'Sunrise' Runs
'Unique' Runs

New Europe Locations
BRITTANY, MALTA, PORTOROŽ