

PARTNERSHIP OPPORTUNITIES 2025

GREAT RUNS



FOR RUNNERS WHO TRAVEL AND TRAVELERS WHO RUN

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



Website & Responsive Mobile App

2,500+ unique destinations

Each one a self-contained 'running guide'

15,000+ curated routes

All researched by a team of editors, in consultation with locals

9 million page views in 2024

GREAT  RUNS 

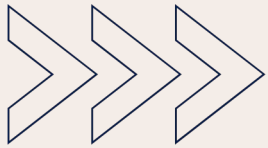




**THINK 'LONELY PLANET'
FOR RUNNERS**

- 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 typical everyday runner
- Intersection of the running/fitness/travel markets

FROM OUR READERS



150,000+

hours spent on the site in 2024 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

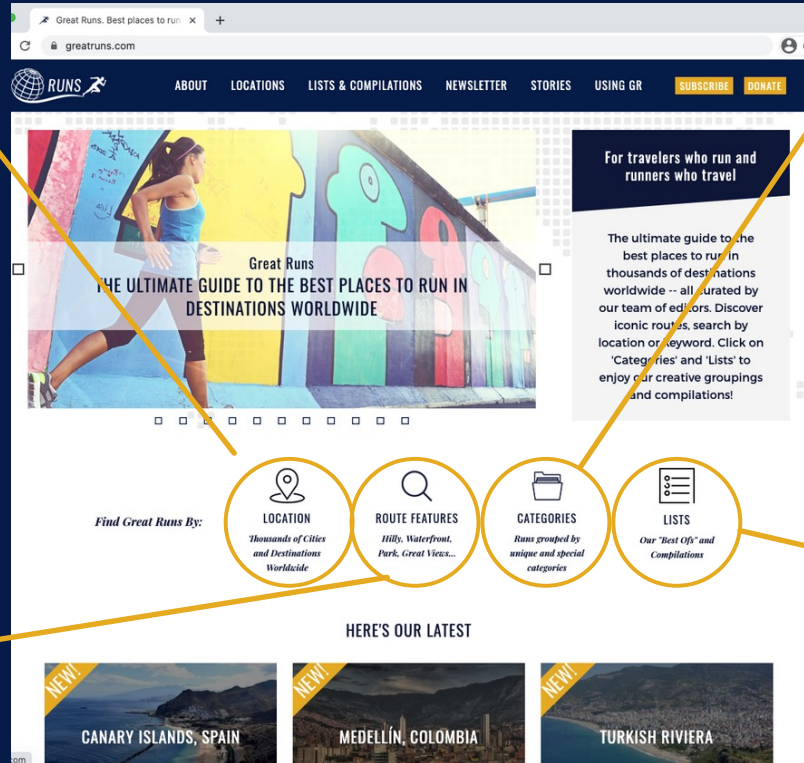


“I recently spent several weeks in London and in DC and did every one of the runs in both cities. They were all incredible. Thank you a millionfold. You make the quality of my life better.”

Our Website

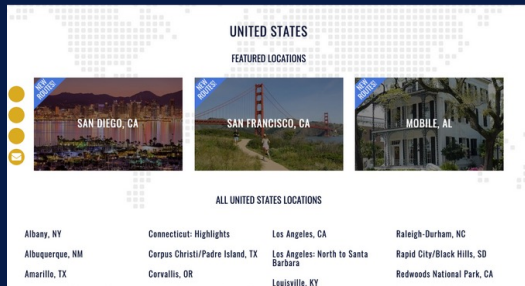
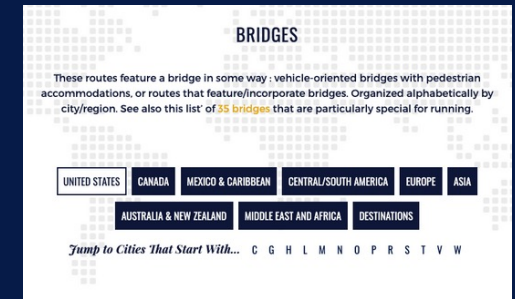
Search by Location:

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



Search by Category, i.e.:

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



Search by Route Features:

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



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 2024 SITE TRAFFIC

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



9 MILLION

Page views

3 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



2,500+

Curated Locations &
Route Overview
Maps

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

15,000+

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 Descriptors

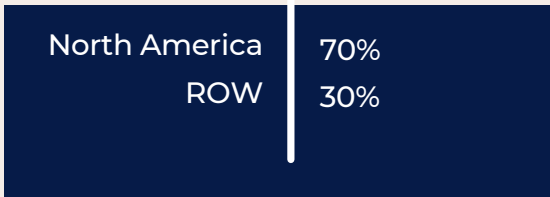
Waterside
Hilly
Historic
Residential

Parks
Multi-use Trails
Trail Running
Great Views

Special Tags/Categories

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

DIGITAL DEMOGRAPHICS: Web



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

Skews affluent, travel



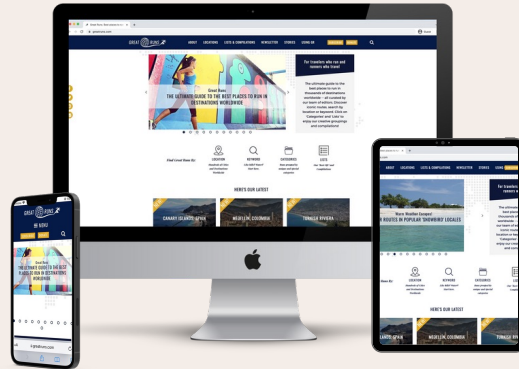
EMAIL REACH

The Great Runs e-newsletter is sent 2x per month to 38,000 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



44%
Open rate

38,000+
Subscribers

2.5%
CTR



HOME BEST RUNS SUBMIT A STORY CONTACT



Finding An Idyllic Holiday Run

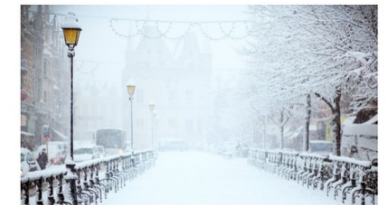
With the creeping cold and shorter days, a holiday run under the lights becomes a special treat!

Travel mags and websites are full of lists such as 'best cities to see holiday lights, so we did some research to match some of those with some great running routes. The lists below are some top recommendations for runs with some combination of beautiful light displays, festive shopping areas, and done-up neighborhoods.

[Best Holiday Runs: North America](#)

[Best Holiday Runs: Europe & Asia](#)

Another strategy: Search our 'Fantastic Neighborhoods' category. Many of these areas feature historic streets with beautifully-lit homes.



SOCIAL MEDIA



ARIZONA

GREAT RUNS

PHOENIX/SCOTTSDALE/TEMPE

Arizona offers year-round sunshine, and the unique terrain of desert, mountain, and rock, make for some unique running experiences.

MURPHY'S BRIDLE PATH	2.65 miles ONE WAY. Originally a horse trail, the path follows Central Avenue, a 2 square mile area originally developed in the late 1800s as an upscale Phoenix suburb. Park at the North Phoenix Baptist Church lot at Central Ave. and Bethany Home road.
ARIZONA GRAND CANAL TRAIL	The Grand Canal, the oldest remaining pioneer canal on the north side of the Salt River, runs 25 miles west-east from 99th Avenue near the University of Phoenix Stadium to Tempe Public Park. The path is paved in most areas, though in some areas it's a hard-packed dirt path.

FLORIDA, USA

GREAT RUNS

BEST WATERFRONT RUNS

These are routes along roads, paths, or boardwalks that feature great views of the ocean, the Intracoastal, or some other lake or river.

VENETIAN CAUSEWAY, MIAMI	MIAMI BEACH BOARDWALK	BOARDWALKS & PIER, KEY WEST
ORTEGA RIVER, JACKSONVILLE	LAKE TRAIL, PALM BEACH	BAYSHORE TRAIL, TAMPA

100,000+
Monthly reach

6,500
Total followers

35,000+
Impressions
per month



Working with Great Runs

WEBSITE: SITEWIDE ADS

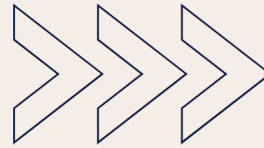
Digital ads are site wide + exclusive category sponsorships are available.

STANDARD GUIDELINES

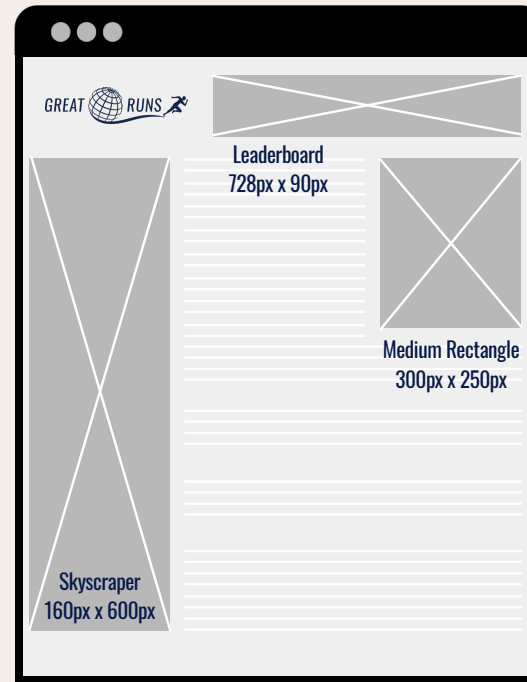
Guidelines are consistent with IAB specifications. All creative assets must be submitted within 72 hours of the launch date specified. Standard ad types we accept include JPG, GIF, HTML.

NEED GRAPHIC DESIGN SUPPORT?

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



Desktop/Tablet



Mobile



EXCLUSIVE CATEGORY SPONSORSHIPS



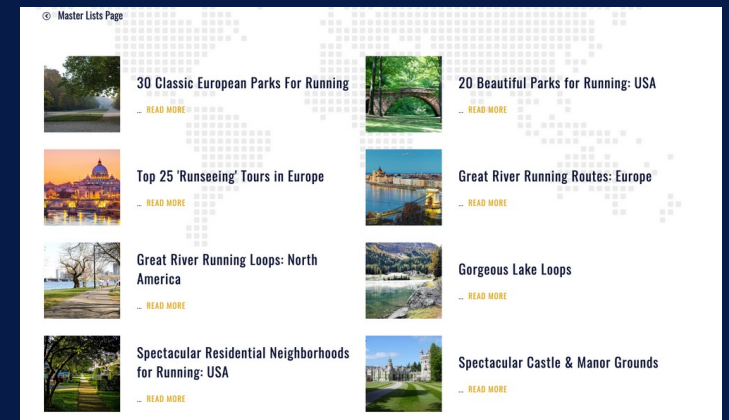
SEASONAL LISTS + COMPILATIONS

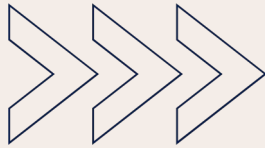
Sponsor our seasonal content, including location & route pages, 'best of' lists, and seasonal email newsletters.

- + 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.)



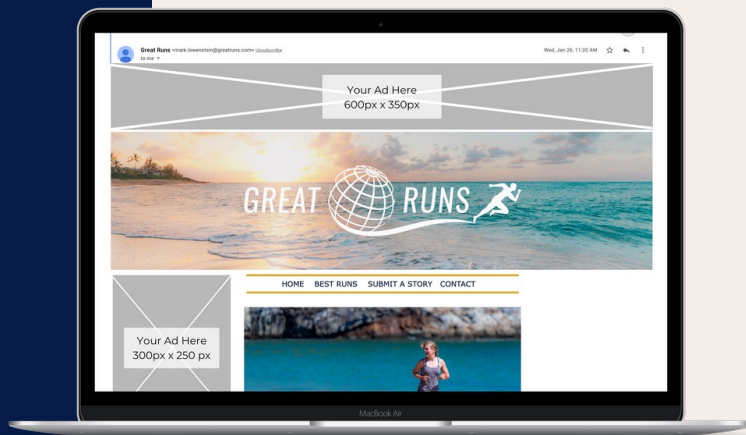


EMAIL AD SPECS

Open rate is consistently above 40% with a CTR of 2.5%

- The Great Runs e-newsletter is delivered twice a month to 38,000+ subscribers.
- We showcase new routes, seasonal highlights, and featured stories.
- Can be advertisements or sponsors

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





GREAT RUNS

HELPING RUNNERS FIND THEIR NEXT GREAT RUN



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