

THE BIGGEST RUNNING MAGAZINE IN THE WORLD



„Running doesn't run my life, it helps me run my life”

At Runner's World, we aim to inform, advise, educate, and motivate runners of all ages and abilities. We speak to men and women equally and we are about possibilities – not what you can't do, but rather what you CAN do. Runner's World – personal advisor for runners. Here's how to do it:

- » How to train
- » How to get faster
- » How to eat better
- » How to find the right pair of shoes

BASIC DATA

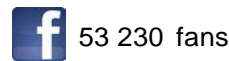
- » copy price: 11,99 PLN
- » frequency: bimonthly
- » print run: 24 091 pcs. (I-XII 2017)
- » copy sales: 12 516 pcs. (I-XII 2017)



WWW.RUNNERS-WORLD.PL

- » PV (page views): 1 117 670
 - » UU (unique users): 142 263
- statistics 1.01.2018–31.01.2018 (Google Analytics)

SOCIAL MEDIA



Data of 01.2018

PRICES AND DEADLINES 2018

2/1	4c 53 000 PLN
1/1	200 x 265 mm 4c 30 000 PLN
1/2 H	1/2 H – 200 x 125 mm 1/2 V – 98 x 265 mm 4c 17 500 PLN
1/2 V	

issue	orders	materials	publication
3-4/2018	2018-01-26	2018-02-02	2018-02-23
5-6/2018	2018-03-23	2018-03-30	2018-04-20
7-8/2018	2018-05-25	2018-06-01	2018-06-22
9-10/2018	2018-07-27	2018-08-03	2018-08-24
11-12/2018	2018-09-28	2018-10-05	2018-10-26
1-2/2019	2018-11-23	2018-11-30	2018-12-21

Ad rates in PLN (VAT not included). More ad formats upon request.

THE BIGGEST RUNNING MAGAZINE IN THE WORLD

Sex

man	76%
woman	24%

Age

under 15	1%
15-19	8%
20-29	43%
30-39	36%
40-49	10%
over 50	2%

How long have you been running?

less than 6 months	20%
6-12 months	18%
1-2 years	26%
2-5 years	28%
5-10 years	5%
more than 10 years	3%

How often do you run?

intermittently	6%
1-3 per week	45%
4-6 per week	46%
every day	3%

Why do you run?

to keep fit	71%
to get rid of stress	52%
to prepare for competition	31%
to feel better	56%
to lose weight	47%
running is a part of another discipline training	9%
to know your possibilities	40%

Household income per month

up to 5000 PLN	45%
5000-8000 PLN	30%
8000-12500 PLN	15%
12500-16500 PLN	7%
over 16500 PLN	3%

How many pairs of running shoes are you buying a year?

1	59%
2	30%
3	8%
4+	3%



Source: own research 2012.