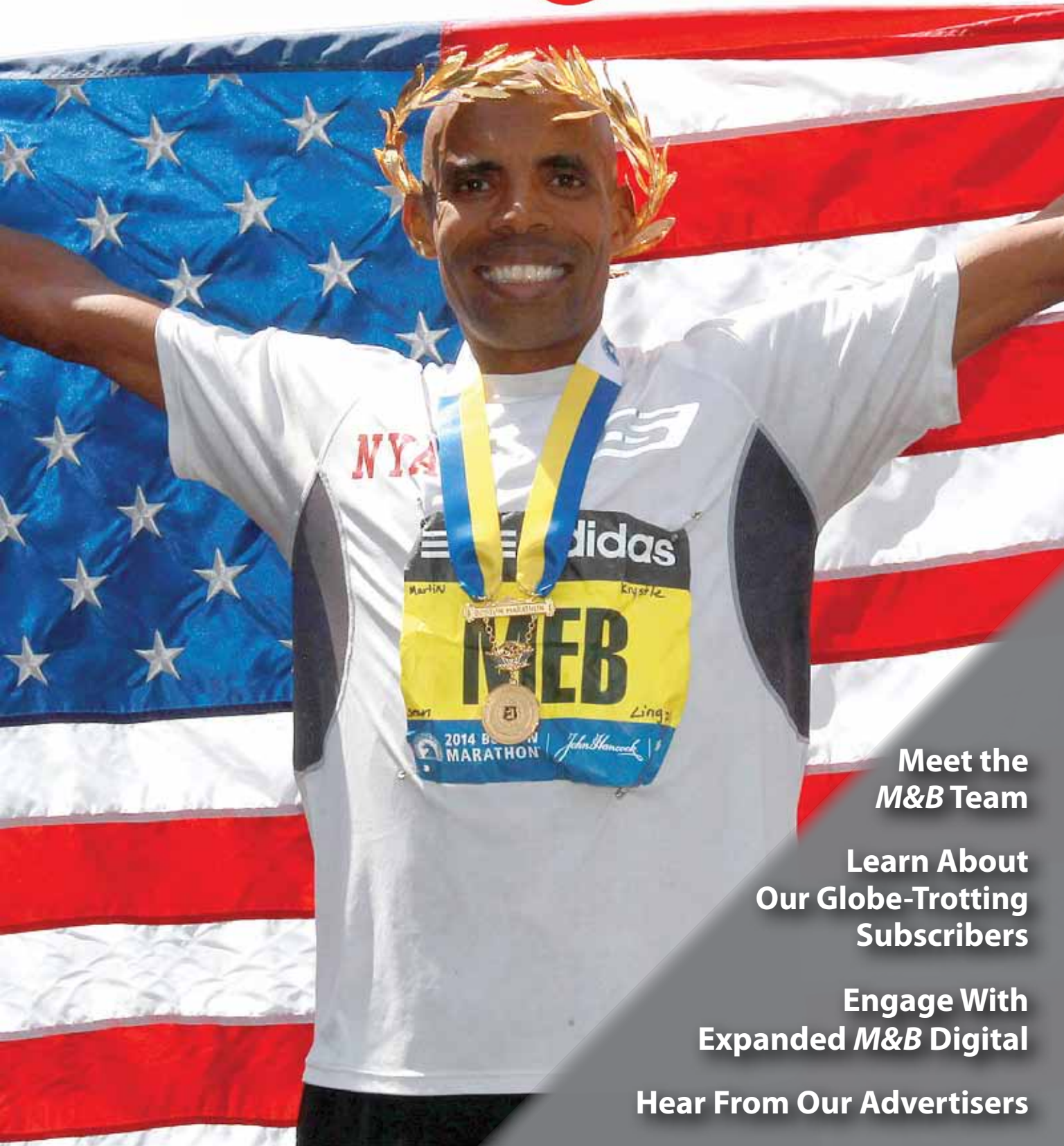


Media Planner

MARATHON & Beyond



Meet the
M&B Team

Learn About
Our Globe-Trotting
Subscribers

Engage With
Expanded *M&B* Digital

Hear From Our Advertisers

The *Marathon & Beyond* Team

Marathon & Beyond, an international, bimonthly magazine for long-distance runners, got its start in 1997 and was the brainchild of **Richard Benyo**. His co-owner is publisher **Jan Colarusso Seeley**.

About Rich

- Executive editor of *Runner's World* magazine from 1977 to 1984
- Author of more than 20 books, including *Death Valley 300*, *Running Past 50*, and *Timeless Running Wisdom*
- Runner for 40 years, including 37 marathons
- First person to run from Death Valley to the peak of Mount Whitney and back
- Co-race director and board president of the Napa Valley Marathon



About Jan

- Former editor at the publishing company Human Kinetics
- Runner for 40 years; marathon and ultramarathon finisher
- Yale graduate; holds master's degree in English from the University of Illinois
- Four-year member of the U.S. National Field Hockey Team, 1979-1982
- Co-race director of the Christie Clinic Illinois Marathon



M&B Columnists and Frequent Contributors



Chris Lotsbom Current "On the Road" columnist, Chris has covered road racing and track and field for 7 years. As assistant editor of *Race Results Weekly*, an online distance running news service, he has traied across the globe covering races.



Meghan Hicks Current "On the Trail" columnist, Meghan is a Moab, Utah-based trail runner and senior editor at *iRunFar.com*. She ran her first ultramarathon in 2006 and hasn't looked back from trail running. She has podium-ed at the Marathon des Sables, Grand Teton Trail Marathon, and many other trail races and ultra distances.



Hal Higdon Author of more than three dozen books, Hal Higdon is a regular contributor. His latest book, *4:09:43*, is about the Boston Marathon bombings in 2013. Hal has coached tens of thousands of runners both in person and through his online training programs.

Also featuring the photos of **Victah Sailer**, one of the world's best running photographers; and renowned freelance artist **Andy Yelenak**, who paints at least one cover of *M&B* each year.



Subscribers Run All Over the Globe

Every *Marathon & Beyond* subscriber is a marathoner and/or ultrarunner who runs or walks several long-distance races a year. Our subscribers range from novices to seasoned veterans and everything in between. *M&B* is a global publication, with subscribers living in every U.S. state, all provinces of Canada, nearly a dozen European countries, Australia, and New Zealand, as well as places like the Czech Republic, Ecuador, Hong Kong, and Singapore. In general, our readers fit the well-documented demographic profile of runners: they are well educated, are well read, like to travel to races, and invest heavily in their gear.

Who are *M&B's* subscribers?

- On average, our subscribers have been running for 13 years.
- They run an average of 34 miles per week.
- They run an average of three marathons and one ultramarathon per year.
- 84% of our subscribers keep their issues forever.
- 34% of our subscribers share their magazine with other runners.
- 66% of our subscribers read their *M&B* from cover to cover.
- 48% of our subscribers find race and event information in a national running magazine.
- 96% of our subscribers would recommend *M&B* to a friend.
- 37% of our subscribers are female and 63% are male.
- The average age of our subscribers is 52.
- 96% of our subscribers run on the road; 62% run on trails and roads; 43% engage in cross-training.
- 91% of our subscribers are college graduates; 56% hold graduate degrees.
- The average annual household income of our subscribers is above \$95,000.
- Our subscribers purchase an average of four pairs of running shoes per year.
- On average, our readers spend \$2,000 to \$4,000 per year traveling to long-distance races.
- Our subscribers travel to an average of 3 races of more than 100 miles away per year.



After reading these facts about our subscribers, we're sure your conclusion is the same as ours: by advertising in *Marathon & Beyond*, you reach the audience you want—serious, well-educated runners who spend what is necessary to pursue their long-distance running goals. That represents advertising dollars well spent.



Subscribers Say

Don't take it from us. Listen to our subscribers.

Our subscribers live in every state of the U.S., in every Canadian province, and in 32 countries. Here's what some of them have to say about *Marathon & Beyond*:

"While I treasure every issue of *Marathon & Beyond*, what I value just as much are the personal extras. The *M&B* postrace party after the Grandma's Marathon was a terrific event. Visiting the *M&B* booth at the expos is always an enjoyable and personal experience. Your level of caring camaraderie is certainly rare in our rushed and impersonal world of today!"—**Leslie McClintock, charter subscriber**

"*Marathon & Beyond* is aptly named—it goes *beyond* the typical stories of running and training. It's about exploration of who we are, discovery about who we can be, and connecting with others who have accomplished things we have only dreamed about doing. *M&B* inspires us with stories of courageous people who have gone *beyond* what was believed impossible to attempt and achieve great challenges."—**Marshall Ulrich, elite extreme endurance athlete**

"If I were stranded on a deserted island, *Marathon & Beyond* is the one magazine I'd have with me."
—**Steve Sutphen, charter subscriber**

"If someone had decided to cross *FootNotes*, *Prevention*, and *The New Yorker*, it would have resulted in *Marathon & Beyond*. Each issue is a 'keeper' in my library of running books!"—**Henley F. Gabeau, RRCA Executive Director, 1990—2001**

"*M&B* publishes stories about the 'classics' of ultrarunning. I have been in the sport for a long time, mostly because I was inspired by and impressed with the ultrarunners who pioneered the modern era sport. I appreciate *M&B* as a resource that cares about and invests in documenting the less trendy aspects of ultrarunning for those who desire a broader picture about where they fit in the sport."

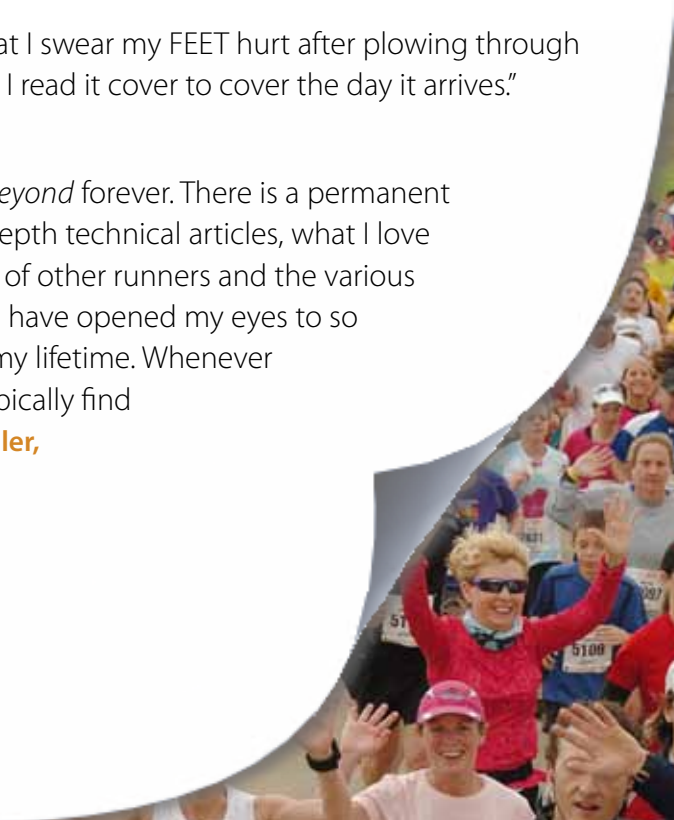
—**Theresa Daus-Weber, Leadville 100 champion**

"The accounts of the marathon experiences are so vivid that I swear my FEET hurt after plowing through an entire issue! *M&B* is the only magazine I can't put down. I read it cover to cover the day it arrives."

—**Dr. Blaise Aguirre, Boston, Massachusetts**

"My husband and I have been subscribers to *Marathon & Beyond* forever. There is a permanent spot on my nightstand for the latest issue. Besides the in-depth technical articles, what I love most about *M&B* is reading about the personal adventures of other runners and the various race experiences from around the world. These adventures have opened my eyes to so many other distances and events that I can experience in my lifetime. Whenever my daughter picks up her book to read in the evening, I typically find myself reaching for my *Marathon & Beyond*."—**Jenny Spangler,**

**1996 US Women's Olympic Marathon Trials champion,
US Junior National Marathon record holder,
coach, and mom**



Expanded Digital Engagement

Our readers write to us, call us, and talk to us at races and race expos. Now, with our new expanded digital features, we can interact with our readers in more ways than ever.

In addition to our **interactive digital editions for both the iPad and personal computers**, our readers have more opportunities to interact with each other as well as our contributors.



- **M&B E-Newsletter** Our monthly e-newsletter, *M&B Extra*, complements our print edition by providing bonus material and excerpts, advertiser highlights, short subscriber features, and additional mini race profiles.
- **M&B Blog** Follow our *M&B* blog for up-to-date info on races, places, and people, and interact with *M&B* staff and other subscribers.
- **Facebook Fan Page** Talk to *M&B* contributors and other subscribers about their race experiences, training tips, and recommended races.
- **Twitter updates** Stay on top of live updates in running news, whether it's the lead runners in the NYC Marathon or the Western States 100 Endurance Run.
- **Teleseminars** Join us via live teleseminars with notable runners and writers and download MP3 recordings of the sessions. Advertisers will have the opportunity to sponsor the teleseminars.

What does this mean for M&B advertisers?

When you advertise with *M&B*, you'll get more than just a print ad. With our new expanded digital platform, we can extend your message by providing a live link to your website. In our digital edition, you also have rich media options of live audio, video, or slide show in your ad. And, with the added community engagement, readers will have the opportunity to view your ads multiple times on various platforms. Further, in all our digital platforms, we'll spotlight our advertisers and initiate conversations about featured events and products.



Marathon & Beyond



@MarathonBeyond



Current Advertisers

Races

24-Hour Around the Lake Ultra
24 The Hard Way
A1A Maathon
Adirondack Marathon
Air Force Marathon
Alabama Coastal Triathlon
All American Marathon
Amsterdam Marathon
Avenue of the Giants Marathon
B.A.A. Boston Marathon
Bass Pro Outdoor Fitness Festival
Baton Rouge Beach Marathon
Big Sur International Marathon
Big Sur Half-Marathon
Brookings Marathon
Buffalo Marathon
Christie Clinic Illinois Marathon
Cincinnati Flying Pig Marathon
Deadwood Mickelson Trail Marathon
Delaware Marathon
Detroit Free Press Talmer Bank
Marathon
Dick Beardsley Half-Marathon
Dick's Sporting Goods Pittsburgh
Marathon
Epic Ultras
Eugene Marathon
First Light Marathon
Florida Road Races
Fort Lauderdale A1A Marathon
Foothills 50K Frenzy
Fox Cities Marathon
Garden Spot Village Marathon
Glass City Marathon
Go! St. Louis Marathon Weekend
Grandad Half Marathon
Grandma's Marathon
Hatfield-McCoy Marathon
Howl at the Moon 8-Hour Run/Walk
H.U.F.F. 50K Trail Run
Humboldt Redwoods Marathon
IMT Des Moines Marathon
Jazz Half Marathon
Journeys Marathon
Kansas City Marathon
Keepsake Quilts
Knoxville Marathon

Lake Tahoe Marathon
Leading Ladies' Marathon
Leadville Race Series
Little Rock Marathon
Louisiana Marathon
Madison Marathon
Mark Twain 100-Mile Endurance Run
Maine Marathon
Marine Corps Marathon
Maui Oceanfront Marathon
Memorial Sunburst Races
Miracle Match Marathon
Mississippi Blues Marathon
Mt. Goat Hill Runs
Napa Valley Marathon
Novant Health Thunder Road Marathon
NU Hartford Marathon
OC Marathon
Omaha Marathon
Pacific Crest Weekend Sports Festival
Pikes Peak Ascent & Marathon
Portland Marathon
Quad Cities Marathon
Qualifier Marathon and Half
Rite Aid Cleveland Marathon
Rock 'n' Roll Race Series
Route 66 Marathon
Run Crazy Horse
Run Italy
Running For the Bay Marathon
Running with the Bears Marathon
St. Jude Memphis Marathon
San Luis Obispo Marathon
Santa Clarita Marathon
Santa Rosa Marathon
Scheels Fargo Marathon
Seabrook Lucky Trail Marathon
Siberian Express Trail Run
Space Coast Marathon
Stone Steps 50K
Surf City Marathon
Tacoma City Marathon
Tallahassee Marathon
Tamarack Ottawa Race Weekend
Top of Utah Marathon
Trail Rail Run
Triple Lakes Trail Races
Tuscaloosa Half Marathon

Tussey Mountainback 50-Mile Relay
and Ultramarathon
Victory Marathon
Walker North Country Marathon Races
Walt Disney Marathon Race Weekend
Vermont 100-Mile Endurance Run
Wild, Wild Wilderness Trail Run
Wisconsin Marathon

Businesses & Products

Action Sports Images
Always Advancing
Ashworth Awards
Death Valley 300
Electric City Printing
Gore-Tex
Halo Headbands
Hoka One One
Human Kinetics
Leslie Jordan, Inc.
MarathonFoto.com
MarathonGuide.com
Marathon Maniacs
Marathon Printing
Marathon Tours & Travel
Marathon Woman
Marshall Ulrich
Maxwell Medals & Awards
RaceReady Sportswear
Racetime Tracker
Rainbow Racing
Skechers
Ultrarunning Magazine
Velo Press
VESPA Power Products



Advertisers Say

Don't take it from us. Listen to our advertisers.

Here are comments from a few of the 125+ advertisers who promote their races and products in the pages of *Marathon & Beyond*:

"Advertising in *M&B* has been an important part of our overall plan to reach athletes likely to run (and race) the Boston Marathon. Our organization and 'main' event place high regard on our sport's history, personalities, pioneer efforts, and traditions, as well as its trends. *Marathon & Beyond* seeks to communicate, educate, and inform a similar message in a readable yet leisurely style."

—**Guy L. Morse, III, emeritus B.A.A. Boston Marathon Senior Director of External Affairs**

"*Marathon & Beyond* is the most comprehensive long-distance magazine ever published. The scope of its commentary, research, and reporting is informative, interesting, and timeless. It is based on facts and not guesswork and fluff; it pays attention to detail. I really look forward to every new edition."

—**Les Smith, Portland Marathon race director**

"In so many ways, *Marathon & Beyond* embodies the spirit of marathons and running. The sport of running represents the core essence and heritage of our brand, so we believe it is very important to stay in front of the dedicated running consumer who reads this publication. Visibility within *Marathon & Beyond* goes hand in hand with protecting and nurturing our brand equity."— **David Shelbourne, Elite Business Manager, New Balance Athletic Shoe, Inc.**

"Advertising in *M&B* took our young event and gave us a real national and international field. I'm quite convinced that we would have had a cute little race with an all-Maine field without our successful ads in *M&B*."—**Gary Allen, Mount Desert Island Marathon race director**

"Advertising in *Marathon & Beyond* is an extremely effective way to reach audiences that are interested in the sport of long-distance running. It is a pleasure to work with a company that is so dedicated to providing quality information and to promoting running events all over the world."—**Scott Keenan, Grandma's Marathon race director, 1977-2013**

"*Marathon & Beyond* is the marathoner's 'bible.' And someday all (true or real) marathoners will run the Lake Tahoe Marathon, and *M&B* will remind them when."

—**Les Wright, Lake Tahoe Marathon race director**



Frequently Asked Questions

What is *M&B's* mission?

Marathon & Beyond is designed to provide practical advice on running or preparing to run marathons and ultras. *M&B* includes complete training programs; easy-to-apply, cutting-edge scientific information; insightful examinations of the personal side of longer distance running; profiles of major marathons and ultramarathons; and regular columns focusing on specific aspects of running. The magazine also provides readers with a forum for sharing ideas, insights, questions, experiences, and concerns. *M&B* reaffirms the spirit of community, tradition, and collective experience. Marathoners, ultramarathoners, and those who want to become marathoners or ultramarathoners will enjoy the presentation of the important and useful information contained in each issue.

What is in a typical issue of *M&B*?

Marathon & Beyond (192 full-color pages per issue) offers a number of regular features:

- **My Most Unforgettable Marathon (or Ultramarathon)**—accomplished runners describe their most memorable race and share what they learned
- **Marathon Profile**—a “soup to nuts” profile: race history, what to expect on the course, what sights to see (and avoid) in the race city, where to stay, course record holders, and additional information about the race
- **On the Road and On the Trail**—noted running scribes share observations and opinions about long-distance running. “On the Road” columnists have included Scott Douglas, Joe Henderson, Don Kardong, Joe LeMay, Barry Lewis, Ellen McCurtin, Roger Robinson, Kathrine Switzer, and Lorraine Moller. Chris Lotsbom is our current “On the Road” columnist. Ultrarunner Meghan Hicks is our inaugural “On the Trail” columnist.
- **On the Mark**—our panel of experts answers readers’ running questions

In addition to our regular departments and columns, you will find at least a dozen full-length feature stories in each issue. About once per year, an issue will contain a special section—a cluster of articles on one particular topic. Previous special sections have covered such topics as Death Valley, the Western States 100, masters running, sports medicine, and the Antarctica Marathon. It’s our goal to go beyond what other running magazines are doing and provide extensive coverage of topics that are unique to long-distance running.

What won't you find in *M&B*?

You won't find reviews of shoes, apparel, or equipment or lists of upcoming races or race reports. We think such material is important, but other magazines and many Internet sites do a fine job of providing this material already, and we want to duplicate these efforts.

don't



Who writes for M&B?

All the writers in *M&B* are runners (some also happen to be professional journalists), coaches, or scientists. Members of *M&B*'s science advisory board—some of the top researchers in the world in the science of running—are frequent contributors.

Why doesn't M&B look like a typical magazine?

Many people are surprised the first time they see *M&B* because it doesn't look like a typical magazine. *Marathon & Beyond* looks more like a book. We wanted *M&B* to be sturdy and have shelf presence, like a paperback book that you'll want to add to your running library and refer to again and again. Our readers tell us often that *M&B* is a "read and save" magazine, not a "read and throw away" magazine. We strive to publish timeless articles; the magazine's 6 x 9 paperback book format helps preserve these classics forever. *M&B* will inspire long-distance runners to run longer, better, smarter.

