

**NEW ENGLAND RUNNER MAGAZINE**

39,107 ACTIVE SUBSCRIBERS

\$95.00/M UNIT OF SALE:  
\$20.00 AVERAGE

NEW ENGLAND RUNNER, NOW EXCEEDING IT'S 20TH YEAR, IS A NATIONAL AWARD WINNING MAGAZINE PUBLISHED 7 TIMES PER YEAR, INCLUDING AN ANNUAL EVENT CALENDAR MAILED TO SUBSCRIBERS IN FEBRUARY. THIS MAGAZINE FEATURES PROFESSIONAL PHOTOGRAPHY, OFF-BEAT ON-TARGET COLUMNS, SPOTLIGHTS AND FEATURES FROM SUBLIME TO THE SERIOUS, FROM RECREATIONAL TO THE SENSATIONAL, COVERING NEW ENGLAND, NEW YORK AND BEYOND.

GENDER: 60% MALE  
CAN SELECTADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE SUBSCRIBERS PARTICIPATE IN WEEKLY AND MONTHLY RACES AND MARATHONS AND ARE HIGHLY MOTIVATED ATHLETES WHO PAY REGISTRATION FEES TO RUN IN THESE RACES.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

WITH AN AGE RANGE OF 20 - 50 AND AN AVERAGE INCOME OF \$50,000, THEY ROUTINELY PURCHASE RUNNING SHOES, ATHLETIC APPAREL AND HEALTH RELATED ITEMS. THEY ARE VERY HEALTH CONSCIOUS AND EXERCISE DAILY TO STAY IN SHAPE. MANY TRAVEL TO NEARBY STATES FOR MARATHONS AND RACES.

THRU: OCTOBER 17  
NEXT: MAY 18

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 100% MAGAZINE SUBSCRIBERS

|                             |          |
|-----------------------------|----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| ZIP TAPE SET UP FEE         | \$50.00  |
| ELECTRONIC DELIVERY         | \$50.00  |

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