



00344

**MARATHON & BEYOND MAGAZINE**

18,674 SUBSCRIBERS

\$85.00/M

UNIT OF SALE:

\$34.95 AVERAGE

MARATHON & BEYOND WAS A 200 PAGE, NATIONAL MAGAZINE TAILORED SPECIFICALLY FOR MARATHONERS AND ULTRA RUNNERS. M&B PROVIDED PRACTICAL ADVICE ON RUNNING AND PREPARING FOR MARATHONS AND ULTRA-DISTANCES. EVERYTHING IN THE MAGAZINE RELATED TO MARATHONS AND ULTRA-MARATHONS INCLUDING TRAINING INFORMATION, NUTRITION, RACE STRATEGIES, AND HEALTH CONCERNS.

GENDER: 60% MALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THE MARATHON & BEYOND SUBSCRIBER IS AN AVID RUNNER WHO RUNS OR WALKS SEVERAL LONG-DISTANCE RACES EACH YEAR. THESE RUNNERS RANGE FROM NOVICE TO SEASONED VETERANS. TRAVELING NATIONWIDE, THEY RUN AN AVERAGE OF 37 MILES A WEEK; AVERAGE 3 MARATHONS AND 1 ULTRA-MARATHON PER YEAR; AND BOAST A LIFETIME AVERAGE OF 27 MARATHONS AND 6 ULTRA-MARATHONS.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: OCTOBER 19  
NEXT: MAY 20

WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$85,000, THEY PURCHASE THE BEST IN RUNNING SHOES, APPAREL AND EQUIPMENT. THEY ARE WELL-EDUCATED, WELL READ, AND MOST TRAVEL EXTENSIVELY TO PARTICIPATE IN RACES ALL ACROSS THE U.S.

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: MAGAZINE MASTERFILE

SELECTIONS: STATE, SCF ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
AGE OR INCOME	\$15.00/M
GENDER	\$6.00/M
DEMOGRAPHICS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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