

**MARATHON ENTHUSIASTS**

16,879 ACTIVE RUNNERS & SUBSCRIBERS \$85.00/M UNIT OF SALE:  
\$34.95 AVERAGE

THESE ENTHUSIASTS ARE ACTIVE MARATHON PARTICIPANTS AND ULTRA RUNNERS THAT ARE LOOKING FOR PRACTICAL ADVICE ON RUNNING AND PREPARING FOR MARATHONS AND ULTRA-DISTANCES. THEY SUBSCRIBE TO MAGAZINES FOCUSED ON MARATHONS AND ULTRA-MARATHONS THAT ALSO COVER TRAINING INFORMATION, NUTRITION, RACE STRATEGIES, AND HEALTH CONCERNS.

GENDER: 60% MALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

THESE SUBSCRIBERS ARE AVID RUNNERS THAT RUN OR WALK 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.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

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 PARTICPATE IN RACES ALL ACROSS THE U.S.

THRU: FEBRUARY 24  
NEXT: SEPTEMBER 24

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 SUBSCRIBERS

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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