

R4YL run 4 AUSTRALIA'S RUNNING BIBLE YOUR LIFE

MEDIA GUIDE

IF YOUR BUSINESS IS RUNNING, YOU WANT TO
BE WITH R4YL – AUSTRALIA'S RUNNING BIBLE.

JANUARY 2012 TO DECEMBER 2012

In 2010, our subscriber numbers went from 2200 to more than 8500, thanks to the relationships we established with many of the great events all over Australia.



JANUARY 2012 TO DECEMBER 2012

Run For Your Life (R4YL) is Australia's premier running magazine and provides the widest coverage and the most up-to-date information on running in Australia, from recreational to the elite level – we cover it all.

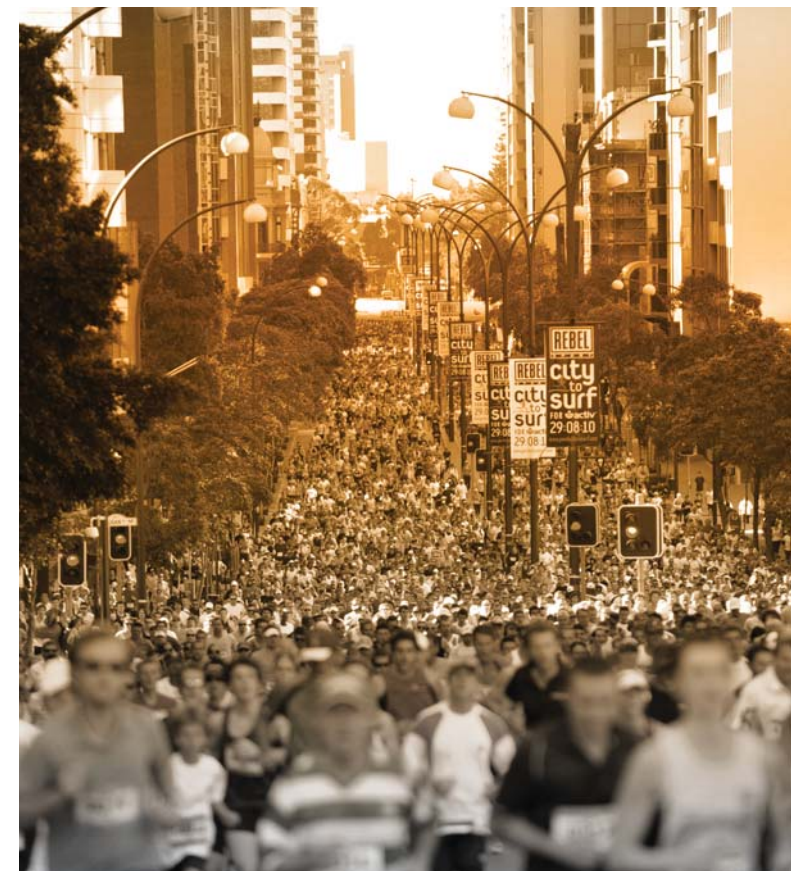
R4YL was launched in July 2005 and was immediately a smash hit in the Australian running community. The combination of relevant and up-to-date information for runners of all ages and levels has satisfied everyone's appetite. The Australian and International content provides readers with a broad grasp of the specifics of the sport, from training techniques and injury management through to interviews with Australia's best

runners, alongside Australia's keenest participants. A range of experienced and nationally-renowned runners, professional nutritionists, physiotherapists, sports physiologists, masseurs and sports doctors contribute practical and in-depth articles to give our readers all the information they need on the sport of running. In addition to road, cross-country and track running, R4YL magazine captures the broader running market, with regular updates and features on orienteering, mountain, trail and ultra running.



WRITTEN BY RUNNERS FOR RUNNERS

R4YL was born from Australia's roads, trails and pavements. The intention was to create an innovative, professional, modern publication the likes of which had never been seen before in Australia. R4YL aims to inspire and increase the number of runners within Australia. To say we are passionate about what we do is a massive understatement. Everyone involved with R4YL is a dedicated, enthusiastic and passionate runner. We live it, we breath it and we pass that passion on. If your business is running, you want to be with R4YL



MAGAZINE DETAILS

PUBLICATION

R4YL is a bi-monthly, full gloss, 100-page magazine, printed using a high quality four colour process on 90gsm Galerie Fine Gloss paper. The cover is printed on 200gsm

The quality of R4YL will give your advert the attention and presence it deserves – don't settle for anything less!

Gloss Artpaper and is Gloss UV varnished. R4YL's large A4, saddle-stitched format (297x210mm) provides you with plenty of space to be creative with your artwork. R4YL's combination of high quality and larger size ensures it is clearly recognisable on any display stand and the retail price of only \$8.50 per issue makes it incredibly affordable.

SUBSCRIPTION

In 2010 R4YL took a much more pro-active approach to promoting its brand directly to runners. Working in partnership with Australia's biggest running events R4YL now offers all entrants to those races a special 1-year subscription for only \$15, a saving of 66%. This offer is now available for every major running event in every state from the City to Surf and the Gold Coast Airport Marathon to smaller state and local running events such as Tamworth 10 and the Canberra Times Fun Run.

Runners who are not actively competing in these races can still access a R4YL subscription at the regular price of \$45 for 12 months (6 issues) and \$80 for 24 months (12 issues). This annual fee is still half the price of other running/general fitness magazines currently offered in Australia.

CIRCULATION AND SALES

R4YL Magazine currently produces and distributes 17,000 copies, with 12,000 plus sales and rising. As at July 2011 subscriber numbers had reached 9,000, an increase of 200% from the previous year. Newsagent and running store sales average 3,150 per issue (average over a rolling year), which is an increase of around 35% from the same period last year. The remaining issues are provided through sponsorship of running events across the country in race packs and as prizes.

Sales and subscriber breakdown by state is as follows:

NSW – 37%
VIC – 21%
QLD – 19%
SA – 8%
WA – 6%
TAS – 4%
ACT – 3%
NT – 1%
International – 1%

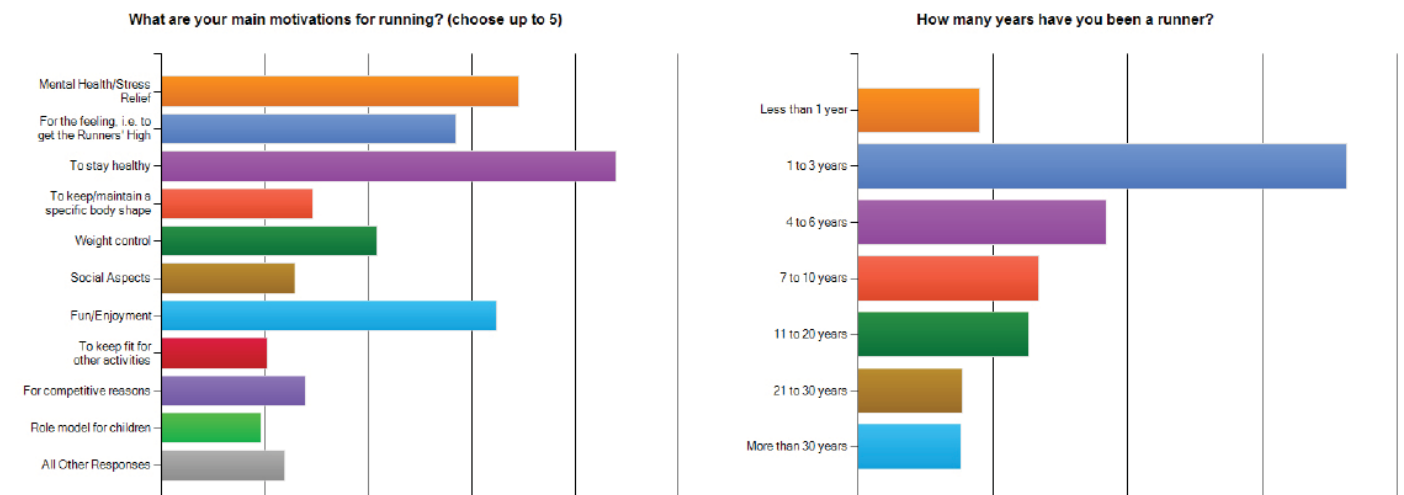
READERS SURVEY (WHO ARE OUR READERS)

In April 2011 R4YL undertook an online survey for its readers. We received an overwhelming response and we are now able to provide you with a fresh profile of our readers, their training and running goals, product usage, interests and what they are looking for within the magazine.

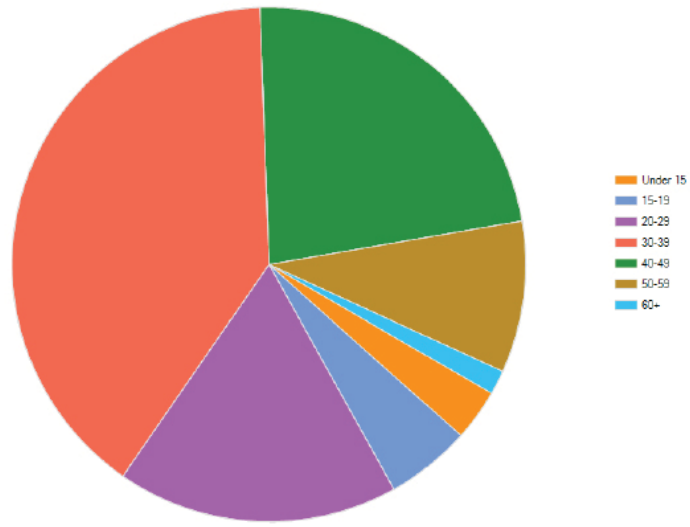
Some responses to the survey include:

- 54.9% of respondents were male and 45.1% female
- 39.8% aged between 30 and 39. 33.9% over the age of 40 and 17.7% aged between 20 and 29
- 56.9% have been running for more than 4 years, 34.5% for 1 to 3 years and 8.6% less than a year
- 62.1% run more than 4 times/week with 64% running more than 30km/week
- 83.8% run to stay healthy, 65.9% for their mental health / stress relief, 61.7% for fun and 26.5% for the competition
- 43.6% of the respondents' average annual income over \$70,000, 22.1% was between \$50,000 and \$69,999, and 21.9% were less than \$30,000 p.a.
- 83.4% replied they enjoy reading the training advice the most; 60% favoured the medical/science articles and 53.9% enjoyed the product reviews the most
- 92.2% own training shoes, 37.3% racing shoes, 17.1% trail shoes and 14.9% spikes
- For training accessories, 68.8% use a watch, 52.2% use a water bottle, music players 41.1%, GPS devices 40.8%, heart rate monitors 37.9%, sports drink 37.7% and energy gels 29.9%
- Overall, 95% of the readers were happy with the current content of the magazine.

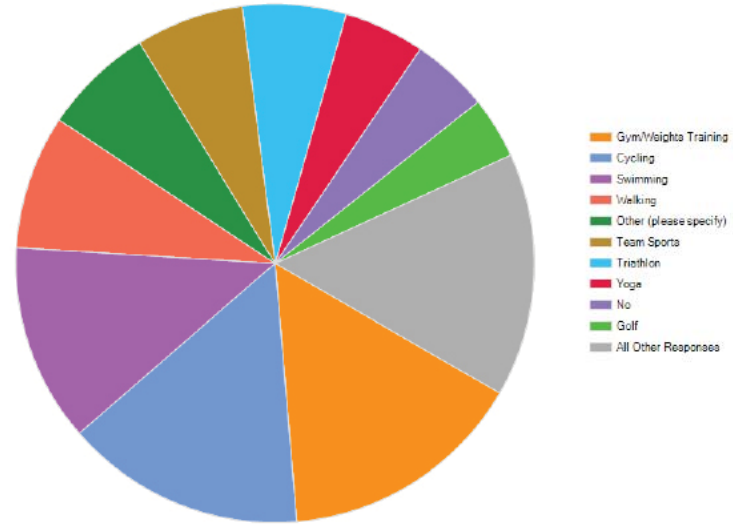
R4YL is using these survey results and the valuable feedback provided to continue to provide the same quality of interesting and informative content that our readers have come to rely on and expect.



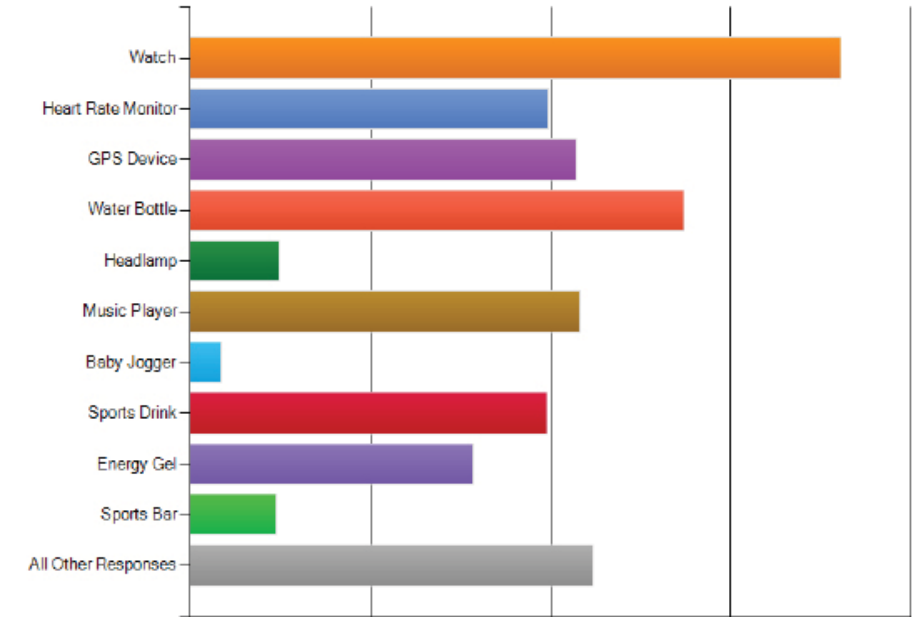
What is your current age?



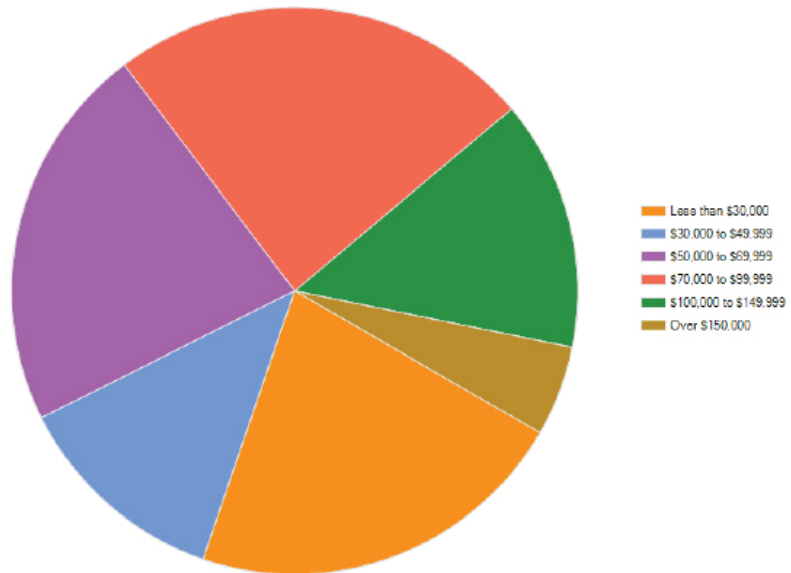
Do you participate in other sports or leisure activities? If so, what?



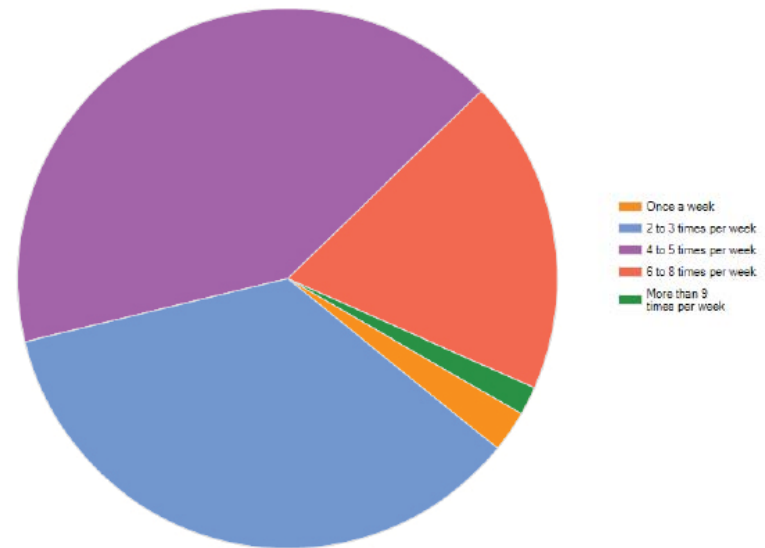
Which of the following are part of your training or racing regime?



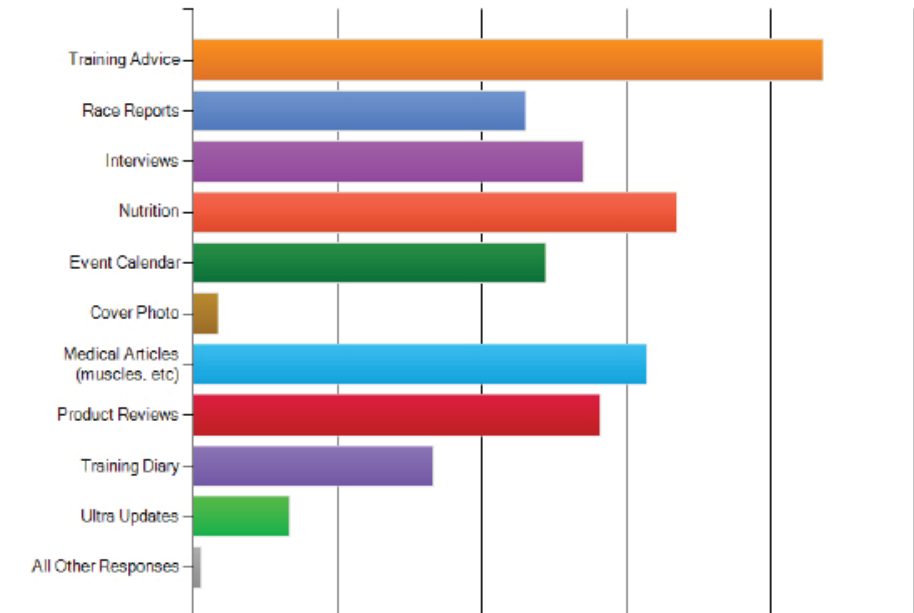
What is your annual income?



How many times do you run in an average week?



What are your favourite parts of R4YL (choose up to 5)?



R4YL ADVERTISING OPPORTUNITIES

OPPORTUNITIES FOR COMPANIES

R4YL provides a cost-effective advertising tool for any company interested in targeting the Australian running/fitness market. You will see the value of our advertising prices outlined below. At R4YL we are very flexible and can cater to your budget by developing a package specifically targeted to your individual requirements. Just let us know what we can do to assist in the promotion of your product, company or event.

Please note, the booking of premium advertisements is allocated on a first-come, first-served basis, so be sure to book your advertising in advance to avoid disappointment. Payment for all advertising is on a strict 21-day term following the release of each issue of R4YL. These prices are exclusive to any advertising agency fees you may incur.

Inserts are also available, upon request. Insert prices are \$3,200 (incl. GST) for a single sheet or multi-paged inserts (up to 16 A4 pages). Please call our staff to discuss details or to obtain a quote for prices on larger inserts.

Standard Rates (inclusive of GST)

Cost per Issue

	1 Issue	3 Issues	6 Issues
Two Page	\$3,490	\$3,290	\$3,190
Full Page	\$2,290	\$2,190	\$2,090
Half Page	\$1,250	\$1,190	\$1,125
Third Page	\$925	\$875	\$825
Quarter Page	\$690	\$660	\$630
Sixth Page	\$490	\$470	\$450
Twelfth Page	\$275	\$265	\$250

Premium Rates (inclusive of GST)

Cost per Issue

	1 Issue	3 Issues	6 Issues
Back Cover	\$3,290	\$3,190	\$3,090
Inside Front Cover	\$2,950	\$2,825	\$2,690
Inside Back Cover	\$2,790	\$2,690	\$2,590

OPPORTUNITIES FOR RACES

R4YL is dedicated to supporting and promoting running events Australia-wide. R4YL can provide free promotion for your event in the magazine's Events Calendar. R4YL also offers substantially reduced advertising rates for the promotion of Australian races. Please contact us to obtain a quote or for more information on how we can assist you to promote your event.

Would you like R4YL to sponsor your event? Opportunities are available for races to receive heavily discounted or packaged promotion for your event. R4YL Magazine subscriptions can be provided as prizes and past issues of R4YL as complimentary gifts for race participants. In return, we ask that R4YL is acknowledged (in press, web, podium, signs, forms etc) as a race sponsor and access to your event to promote the R4YL brand. Please call for more information about these opportunities allowing at least four months prior to your events.



R4YL SCHEDULE AND DEADLINES

Issue	Issue Month	On Sale	Deadline for Ad Booking	Deadline for Advert Material	Calendar Deadline
39	Dec/Jan 12	23rd Nov 11	17th Oct 11	21st Oct 11	21st Oct 11
40	Feb/Mar 12	25th Jan 12	17th Dec 11	24th Dec 11	21st Dec 11
41	Apr/May 12	28th Mar 12	24th Feb 12	2nd Mar 12	28th Feb 12
42	Jun/Jul 12	23rd May 12	27th Apr 12	4th May 12	31st Apr 12
43	Aug/Sep 12	25th Jul 12	22nd Jun 12	29th Jun 12	26th Jun 12
44	Oct/Nov 12	26th Sep 12	24th Aug 12	31st Aug 12	28th Aug 12
45	Dec/Jan 13	28th Nov 12	26th Oct 12	2nd Nov 12	30th Oct 12
46	Feb/Mar 13	23rd Jan 13	17th Dec 12	24th Dec 12	21st Dec 12
47	Apr/May 13	27th Mar 13	22nd Feb 13	1st Mar 13	26th Feb 13
48	Jun/Jul 13	22nd May 13	26th Apr 13	3rd May 13	30th Apr 13

R4YL ARTWORK SPECIFICATIONS

Artwork file submission information

The following specifications are to be adhered to for the submission of suitable advertising material for R4YL:

- All files must be submitted to the correct dimensions.
- Advertisements must be supplied as high-resolution, print-ready PDFs.
- No trim marks are to be included on any less than full-page advertisements, or advertisements without bleed.
- Please ensure all embedded images are high resolution (300 dpi) CMYK files (not RGB files).
- Ensure all fonts are embedded correctly.
- A bleed allowance of at least 3mm must be included for full and double-page spreads.
- Any ad material supplied which does not adhere to the above specifications will need to be re-supplied or additional charges will be incurred for any modifications required to comply with artwork standards.

Artwork Dimensions (mm)

Ad Size	Width x Depth
Two Page	420 x 297
Full Page	210 x 297
1/2 Vertical	92 x 265
1/2 Horizontal	190 x 130
1/3 Vertical	60 x 265
1/3 Horizontal	190 x 85
1/4 Page	92 x 130
1/6 Page	92 x 85
1/12 Page	60 x 60



R4YL Contacts

Artwork file submission information

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