

NEW!

**SA'S
HOTTEST
RUNNING
MAG**



RUN

FOR YOUR LIFE

2020 RATECARD

Running is experiencing a boom that has little to do anymore with polyshorts and string vests and everything to do with challenging workouts and an aspirational lifestyle.

So, what's changed? Running brands and races acknowledge today's runner is affluent, willing to pay for the experience of running through scenic landscapes and gear they'll feel confident wearing and that'll help them run better. Tech, science and training have also advanced, and the community of like-minded enthusiasts has grown, making running more appealing.

He or she wants to get fit, lose weight and get faster. They want to feel great about being a runner, as proud as any mountain biker, triathlete or surfer.

With powerful, image-driven content, we remind you what's great about being a runner. Homegrown mountains, coastal routes and cityscapes, and upcoming races you don't want to miss. Reasons to travel overseas to experience snow-covered mountains, perhaps the rain-soaked



RUN magazine is a 130+ page, high-gloss, large-format magazine, which is sold on newsstands nationally for \$7.99. We're working on a tight butt & strong heart, chasing endorphins, outside. Sometimes we're silly, often brave. We choose the path less travelled and make time for beer after a big run.

finish line of an inner-city marathon.

We know running is hard work. We celebrate honest emotion – a runner in tears at the finish line, the disappointment of a fallen Olympian, the elation of a personal best or a sunrise selfie – because that makes running beautiful too.

Likeminded, ambitious runners share the lessons they learned, their favourite places to run and the races they're training for. Experts debunk the science of training, sports psychology, strength and nutrition to help you run optimally, from childhood to your veteran years.

Which brands marry tech with high-fashion? Should you go for carbon-plated running shoes, less or more cushioning? What does a running power meter do? What do you eat and when? We put running gear to the test, explain how to use it and why it makes your running better.

Trust us: RUN magazine will make all the difference between going out and facing the elements head-on and deciding to skip your run altogether only to regret it later.



ADVERTISING RATES 2020

Advertising includes full page in digital edition

Full page	R28 500
DPS	R39 500
IFC DPS	R48 000
IBC	R35 500
OBC	R37 000
Half page	R18 500

- Special positions inside the first 20 pages carry a 15% loading fee
- Advertorial prices are same as above, but exclude agency commission.
- Call for prices on links and digital catalogues.

MARKETING & DISTRIBUTION

Printed editions of the publication will be available at selected retailers nationwide. Digital copies will be promoted online.

DEADLINE DATES

LAUNCH ISSUE – SUMMER 2020

Booking deadline: 11 November 2020

Material deadline: 18 November 2020

On sale: 8 December 2020

MATERIAL REQUIREMENTS

PLEASE NOTE: Our page trim size is larger than most other magazines: 300mm high x 230mm wide: Portrait shape - not landscape.

DPS	300mm (h) x 460mm (w)
FULL PAGE	300mm (h) x 230mm (w)
1/2 PAGE V	300mm (h) x 110mm (w)
1/2 PAGE H	150mm (h) x 230mm (w)

BLEED: Please add 5mm bleed on each edge of your advert and include crop marks. **TYPE:** All text to be at least 10mm from edges. For DPS ads please keep 30mm clear of text in the centre for the gutter area.

All digital material to be supplied in PDF format at 300dpi in CMYK with fonts embedded. Colour proofs or Epsons must be supplied with all advertisements.

ADVERTISING ENQUIRIES

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