

RUN

FOR YOUR LIFE

2021 RATE CARD



Running is experiencing a post lockdown boom that has little to do anymore with polychorts & club vests, and everything to do with challenging workouts and a healthy lifestyle.

RUN mag is a healthy, inspiring coach and buddy to runners who want to get fit, fast and challenge themselves. The 130+ page, high-gloss, large-format magazine celebrates running with emotive, image-driven content, inspiring lessons from like-minded athletes and puts running gear to the test.

We know running is hard work. **RUN mag celebrates 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.

Like-minded, 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.

RUN magazine can make the difference between going out and facing the elements head on and deciding to skip your run altogether, only to regret it later.

Run - it's for your life.



ADVERTISING RATES 2020

Advertising includes full page in digital edition

Full page	R31 000
DPS	R42 000
IFC DPS	R49 000
IBC	R37 500
OBC	R39 500
Half page	R19 500

- Special positions inside the first 20 pages carry a 15% loading fee
- Rates exclude agency commission & VAT
- Advertorial prices add 10% for design & editing
- Call for prices on links and digital catalogues

SPECIAL OFFER: Advertise in both issues and get 15% off each

MARKETING & DISTRIBUTION

Printed editions of the publication will be available at selected retailers nationwide. Digital copies will be promoted online and sent to participants of partner races on the local running races as a complimentary digital read.

DEADLINE DATES

SPRING ISSUE

Booking: 2 June 2021
Material: 9 June 2021
On sale: 288 July 2021

SUMMER ISSUE

Booking: 9 November 2021
Material: 23 November 2021
On sale: 15 December 2021



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

ABRÉ ROUX
Commercial Manager
021 438 5972 | 078 0995 473
abre@electricink.co.za

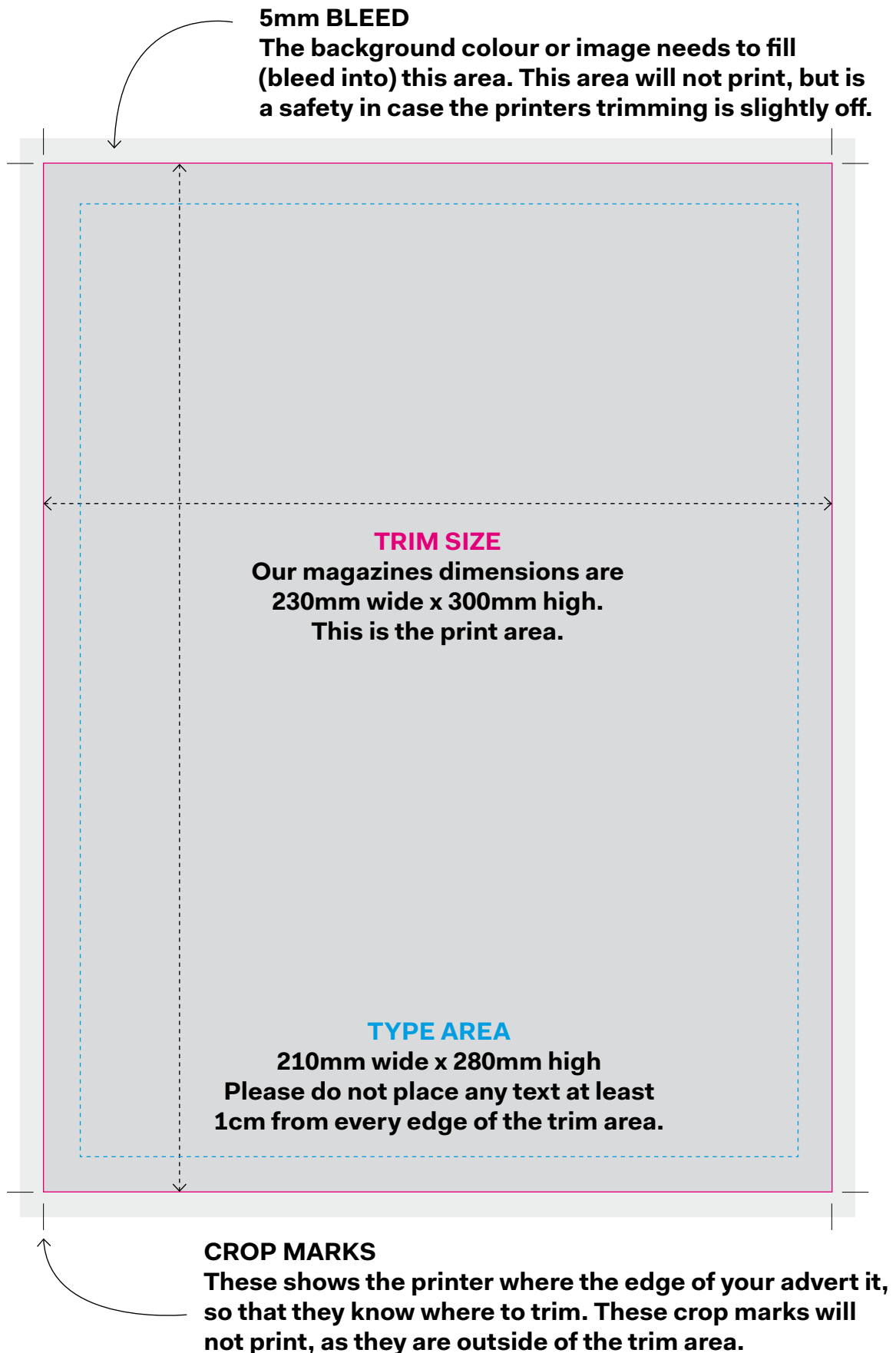
PAUL INGPEN
Publisher
082 990 8408
paul@electricink.co.za



Rate card can be downloaded from our website

Electricink
media
www.electricink.co.za

PRINT GUIDELINES



Please ensure your print pdf is CMYK colour profile, HIGH RESOLUTION (300dpi), contains crop marks, bleed, and has all fonts embedded