



**MARATHON & BEYOND MAGAZINE**

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16,198 ACTIVE SUBSCRIBERS \$85.00/M

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MARATHON & BEYOND, PUBLISHED 6 TIMES A YEAR, IS A 200 PAGE, NATIONAL MAGAZINE TAILORED SPECIFICALLY FOR MARATHONERS AND ULTRA RUNNERS. M&B PROVIDES PRACTICAL ADVICE ON RUNNING AND PREPARING FOR MARATHONS AND ULTRA-DISTANCES. EVERYTHING IN THE MAGAZINE RELATES TO MARATHONS AND ULTRA-MARATHONS INCLUDING TRAINING INFORMATION, NUTRITION, RACE STRATEGIES, AND HEALTH CONCERNS.

GENDER: 70% MALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

EVERY 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: DECEMBER 2011  
NEXT: JULY 2012

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.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

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: 100% MAGAZINE SUBSCRIBERS

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AGE OR INCOME	\$15.00/M
GENDER	\$6.00/M
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\*\* USAGE \*\*

EAST BAY MEMORIAL SLOAN-KETTERING  
INSIDE TRIATHLON MAG. NAT'L RUNNING CENTER  
LEUKEMIA & LYMPHOMA SOC. OUTSIDE MAGAZINE

RAILS TO TRAILS  
ROADRUNNER SPORTS  
SUSAN G. KOMAN FDTN

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