

Movement Sports

Mid-Atlantic

Your Guide to Cycling,
Running, Tri, and
Endurance Sports in
DE, MD, NJ, and PA.



2017 Media Kit



The Basics

About

The only comprehensive resource in the Mid-Atlantic for running, cycling, triathlon, and open water sports.

Covering Pennsylvania, New Jersey, Delaware, and Maryland with the latest in editorial content focused on endurance sports.

Movement Sports delivers the content via a robust website, weekly email, social media, video channel, and a digital monthly magazine.

Our Readers

Movement Sports readers exercise, compete, and purchase products on a daily basis. They are cyclists, runners, triathletes and outdoor sport enthusiasts who take advantage of the resources in our area.

Our readers are innovators: avid travelers with above average household incomes, and the majority are college graduates and avid users of technology.

The Mid-Atlantic is one of the top regions in the country for active sports, and a quick drive through will show you why. If you want to reach this audience, there is no better way than Movement Sports. We are the only resource in Pennsylvania, New Jersey, Maryland, and Delaware dedicated to cycling, running, triathlon, and open water.

At A Glance

Geographic Region: Pennsylvania, New Jersey, Delaware, Maryland

Demographics: Endurance Athletes and Active Men and Women ages 25-65

Elements: Website, Weekly Emails, Biweekly Advertiser Eblast, Social Media, Digital Magazine

Frequency: Daily Social and Web updates, Weekly emails, Monthly Digital Magazine

Numbers: 40,000+ Email Addresses specific to the endurance athlete in the Mid-Atlantic

Website

Keeping it Fresh

Movement Sports Website brings you the latest content in the following categories by leading experts in our region:

- Cycling
- Running
- Triathlon
- Water
- Training
- Food & Nutrition
- Sports Medicine
- Product Reviews
- Event Calendar

Ads can be run across the site or in specific sections.

The Event Calendar provides additional advertising options to have your event featured in the calendar and appear at the bottom of articles for an additional \$50 and can be combined with an ad package.

Banner ads change as the viewer visits different pages and rotate to ensure that your ad will be seen. Ads run both above and in content as to not be missed.



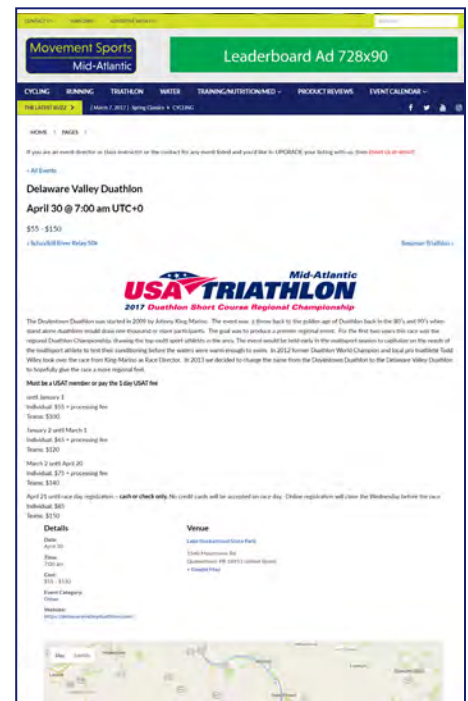
Home page



Category page



Article page



Calendar page

Email Newsletter

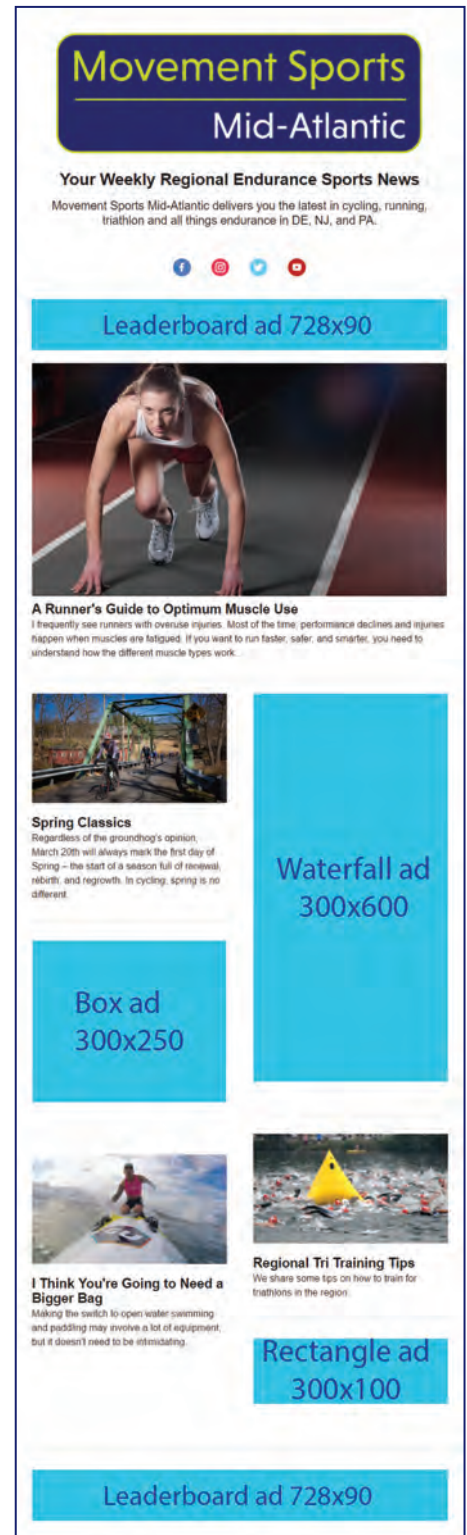
Reach Over 40,000 Cyclists, Runners, Triathletes and Endurance Athletes of all levels in the Mid-Atlantic Region every week via our Email Newsletter or stand out with our Biweekly Advertiser Email.

Movement Sports has an email database of over 40,000 endurance athletes in the Mid-Atlantic. We will be sending these athletes a weekly email newsletter that contains links to the most recent articles on the website, featured events from the calendar, and special offers from our advertisers.

Email marketing is one of the most effective ways to reach consumers and we are the only source in the Mid-Atlantic with a list reaching your target audience. We will also be sending out a single advertiser email every other week providing you the opportunity to be the sole focus.



Advertiser Email



Email Newsletter

Specs

Web/Email Specs

Available Sizes: 728x90, 300x100, 300x250, 300x600, and 600x600

All artwork for web and email should be either jpeg or gif formatted, RGB, and saved to the correct size.

Email all artwork to matt@movementsportsmag.com.

Please include URL with ad submission.

Digital Magazine Specs

We accept the following formats for the Digital Magazine:

- Adobe Acrobat PDF files with fonts embedded
- Adobe Illustrator Files with fonts outlines
- JPEG and TIFF File Formats

Artwork should be submitted at 300 dpi.

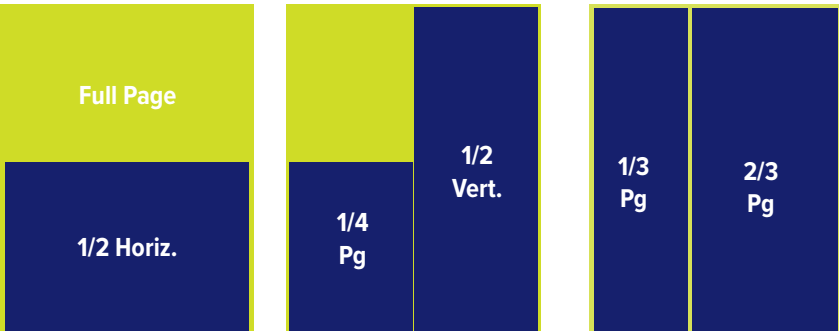
Email all artwork to matt@movementsportsmag.com and for files over 10MB we will direct you to an online upload location

Please include URL with ad submission.

For rich media content contact us to discuss specs.

Digital Magazine Sizes

Single page size is 8.5x11



| AD UNIT | NON-BLEED | BLEED |
|----------------|--------------|-------------------|
| Spread | 16"W x 10"H | 17.25"W x 11.25"H |
| Full page | 7.5"W x 10"H | 8.75"W x 11.25"H |
| 2/3 page | 5"W x 10"H | no bleed |
| 1/2 page Horiz | 7.5"W x 5"H | 8.75"W x 5"H |
| 1/2 page Vert | 4"W x 10"H | 4"W x 11.25"H |
| 1/3 page | 2.5"W x 10"H | no bleed |
| 1/4 page | 4"W x 5"H | no bleed |

Rates

Website Ad Rates

Ads may be changed monthly and are rotating. All ads are run of site.

| Size | 1 Month | 3 Months | 6 Months | 1 Year |
|---------|---------|----------|----------|---------|
| 728x90 | \$200 | \$500 | \$900 | \$1,600 |
| 300x100 | \$100 | \$250 | \$400 | \$600 |
| 300x250 | \$150 | \$400 | \$750 | \$1,000 |
| 300x600 | \$225 | \$550 | \$1,000 | \$1,700 |

Email Newsletter Ad Rates

| Size (available) | 1 Week | 2 Weeks | 4 Weeks | 12 Weeks |
|------------------|--------|---------|---------|----------|
| 728x90 (3) | \$200 | \$350 | \$650 | \$1,600 |
| 300x100 (4) | \$100 | \$175 | \$325 | \$850 |
| 300x250 (3) | \$150 | \$275 | \$500 | \$1,350 |
| 300x600 (1) | \$250 | \$450 | \$800 | \$2,000 |
| 600x600 (1) | \$250 | \$450 | \$800 | \$2,000 |

Limited number of spaces available.

Single Advertiser Email Rate

| Size | Per Email (Limited to one advertiser every two weeks, no more than 2x per 8 weeks) |
|---------|--|
| 600x600 | \$700 per email |

Rates and Notes

Digital Magazine Ad Rates

| Size | 1 Month | 3 Months | 6 Months | 1 Year |
|-----------|---------|----------|----------|----------|
| Spread | \$2,000 | \$5,550 | \$9,600 | \$16,800 |
| Full Page | \$1,000 | \$2,700 | \$4,800 | \$8,400 |
| 2/3 Page | \$750 | \$1,950 | \$3,450 | \$6,000 |
| 1/2 Page | \$600 | \$1,650 | \$3,000 | \$5,400 |
| 1/3 Page | \$500 | \$1,350 | \$2,400 | \$4,200 |
| 1/4 Page | \$400 | \$1,050 | \$1,800 | \$3,000 |

Key Notes

We will work with you to create a customized advertising package that meets your needs.

All payments are made via PayPal and due upon agreement.

Ads can be switched out on a monthly basis for the website and digital magazine, and biweekly for the email newsletter.

Special event and non-profit rates available.

Creative Services



Pushworks, a creative agency that specializes in the endurance industry, is the publisher of Movement Sport. We would be happy to discuss your creative needs for Movement, or any other project, to design your next advertising and marketing campaign.

To advertise please contact:

Matt Reece
215.284.4328
matt@movementsportsmag.com