

BELIEVE IN THE

For nearly 10 years Believe in the Run has been reviewing running gear, running shoes, races, and events. We provide honest takes on the products and services we test, which has allowed us to develop a strong and trusting relationship with our audience. Through the Believe in the Run website, Facebook, Instagram, Youtube, and Twitter feeds, we have accumulated an audience of serious runners who are eager to know the latest industry buzz.

BITR AUDIENCES*

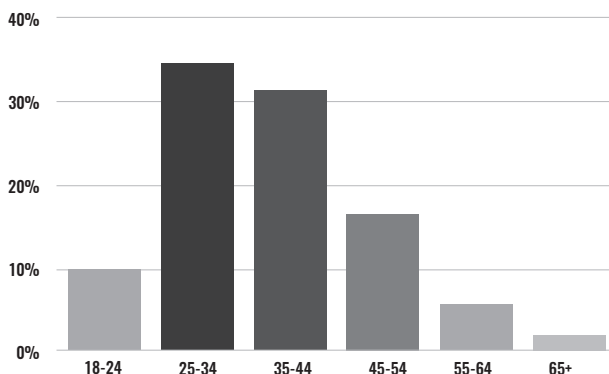
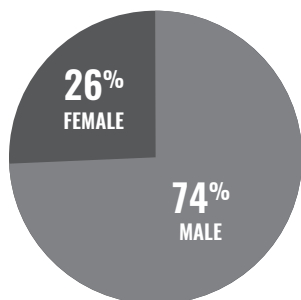
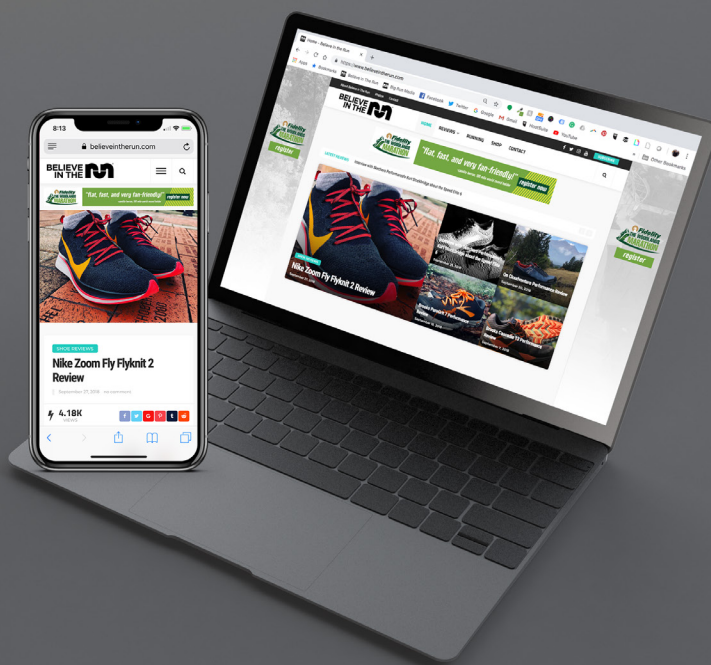
believeintherun.com

Average **Monthly** Users:

60,000

Average **Monthly** Page Views:

170,000



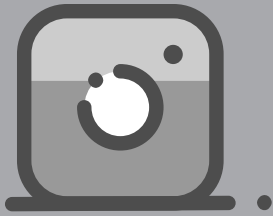
TOP 5 AUDIENCE INTERESTS

1. Sports & Fitness/Health & Fitness Buffs
2. Shoppers & Value Shoppers
3. Lifestyle & Hobbies
4. Travel/Outdoors
5. Technology

*STATISTICS COMPILED 10/8/2018



LIKES 8,000+
70% MALE, 30% FEMALE



FOLLOWERS 11,200+
66% MALE, 34% FEMALE



SUBSCRIBERS 7,800+
VIDEOS 1,400,000+



FOLLOWERS 2,900+
61% MALE, 39% FEMALE

“I love your vids and your honest reviews. Like you, [the] Turbo didn’t work for me. The Zoom Fly FK is over 9 ounces for a size 10. That is a deal breaker for me. Keep up the great job.”

@runningcomposer