For over 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:
125,000

Average Monthly Page Views:
260,000

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

*STATISTICS COMPILED 2/02/2020
HOME PAGE AD LOCATIONS DESKTOP

1. LEADERBOARD
2. WALLPAPER
3. SIDEBAR

IN ARTICLE AD LOCATIONS DESKTOP

1. WALLPAPER
2. SIDE BAR
3. LEADERBOARD
4. TOP OF POST
5. IN POST
PAGE LIKES 9,500+
70% MALE, 30% FEMALE
GROUP 800+

FOLLOWERS 34,000+
66% MALE, 34% FEMALE

SUBSCRIBERS 14,000+
UNIQUE MONTHLY VIEWERS 65K
VIEWS PER MONTH 100K
IMPRESSIONS PER MONTH 1M

EMAIL SUBSCRIBERS
2,000+

FOLLOWERS 3,000+
61% MALE, 39% FEMALE
HOMEPAGE & IN ARTICLE AD LOCATIONS MOBILE

1. 300X250 ON HOMEPAGE

1. 300X250 ON ARTICLE

SPONSORED & ORGANIC SOCIAL POSTS
INSTAGRAM FEED & STORIES
FACEBOOK

Believe In The Run

YOUTUBE

TWITTER

BELIEVEINTHERUN.COM
Adidas Ultraboost 19 Performance Review » Believe in the Run

4,010 People Reached
950 Engagements

• Website product review
• Featured product review
• Featured product review + giveaway
• Product video review
• Sponsored video
• Standard display ads on Believe in the Run
• Instagram
  • Feed Posts
  • Giveaways
  • Instagram Stories
  • Instagram Package- Post, Giveaway & Up to Three Stories

EVENTS

• Website race review
• Featured race preview
• Featured race preview + giveaway
• Event activation package

Contact info@bigrunmedia.com for pricing