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, Strava Group 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 **Unique Monthly** Users:

180,000

Average **Monthly** Page Views:

400,000

**TOP 5 AUDIENCE INTERESTS**

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

*STATISTICS COMPILED 6/22/2020*
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 10,000+
70% MALE, 30% FEMALE
GROUP 1.600+

FOLLOWERS 40,000+
66% MALE, 34% FEMALE

SUBSCRIBERS 19,000+
UNIQUE MONTHLY VIEWERS 100K
VIEWS PER MONTH 175K
IMPRESSIONS PER MONTH 1M+

EMAIL SUBSCRIBERS 2,800+

FOLLOWERS 3,100+
61% MALE, 39% FEMALE

GROUP MEMBERS 1700+
HOMEPAGE & IN ARTICLE AD LOCATIONS MOBILE

1. 300X250 ON HOMEPAGE

1. 300X250 ON ARTICLE

SPONSORED & ORGANIC SOCIAL POSTS
INSTAGRAM FEED & STORIES

believeintherun
Baltimore, Maryland

View Insights
Promote

✨ liked by normcorerunner and 1,632 others

believeintherun First impression of the @adidasrunning ultraboost 19 - the fit is righteous, the cushioning is premium, delightful AF through my stride. Sweet daily trainer I will pair with the adios 4. Just felt great on my recovery run this morning. The upper may get a little warm.

Read the review

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FACEBOOK

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Contact info@bigrunmedia.com for pricing