



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\*

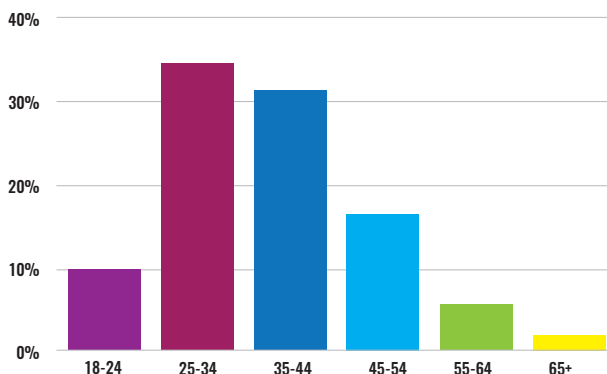
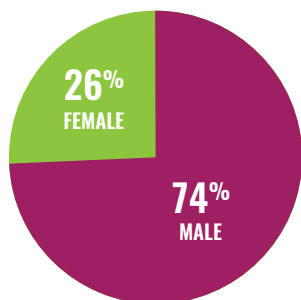
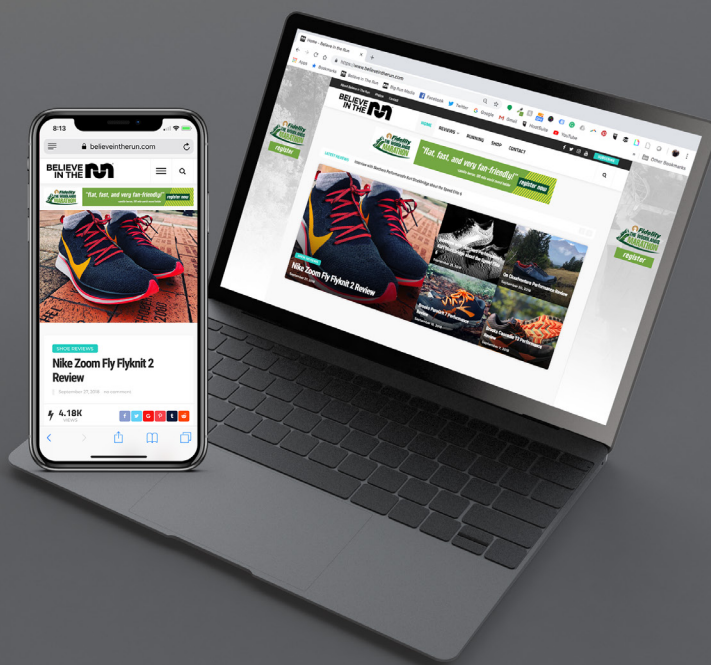
believeintherun.com

Average **Unique Monthly** Users:

# 180,000

Average **Monthly** Page Views:

# 400,000

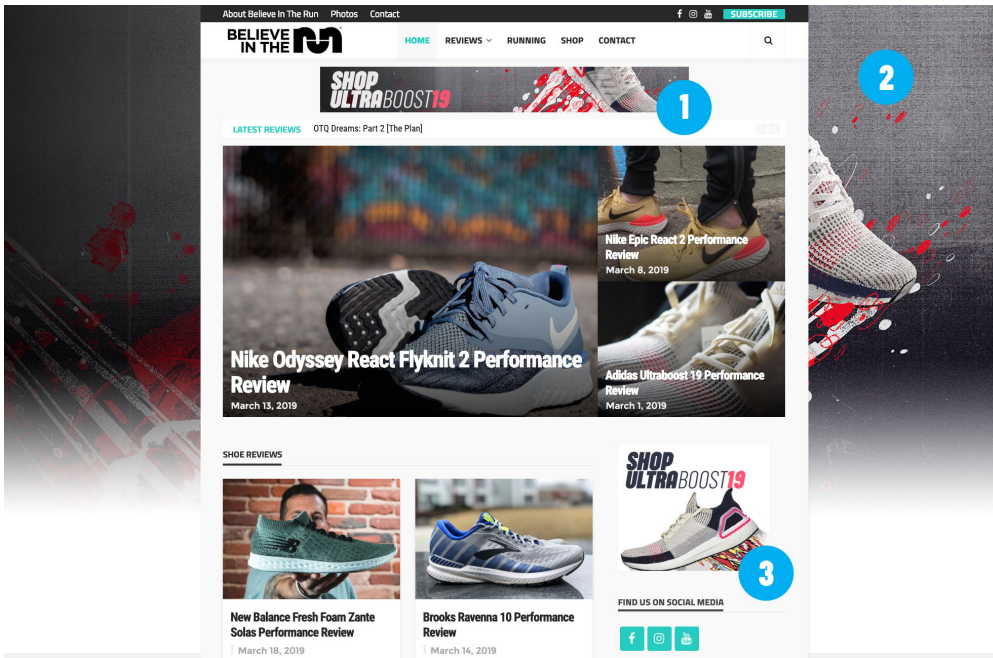


### TOP 5 AUDIENCE INTERESTS

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

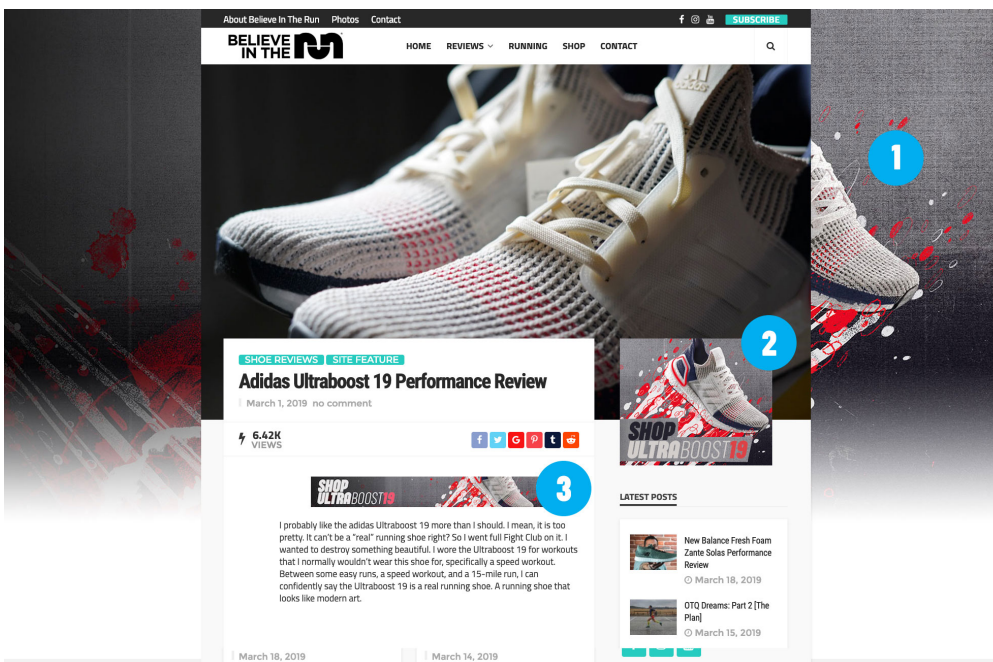
\*STATISTICS COMPILED 6/22/2020

## 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+**



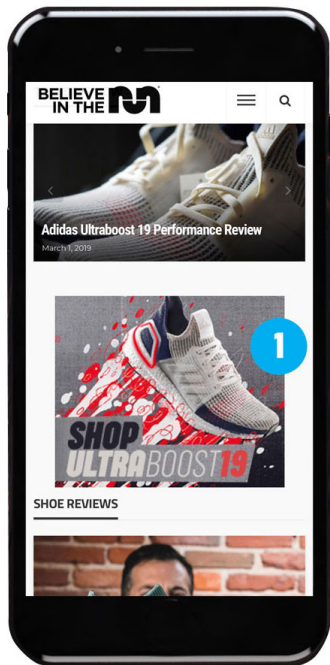
**FOLLOWERS 3,100+**  
**61% MALE, 39% FEMALE**



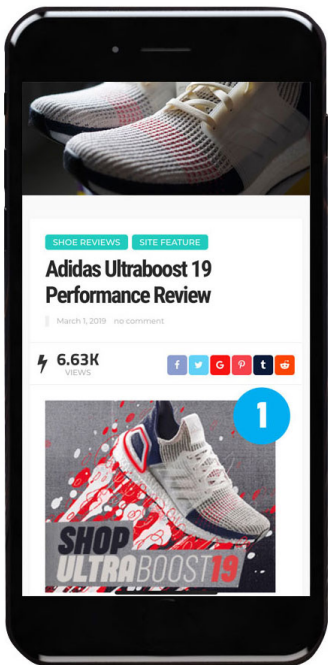
**GROUP MEMBERS 1700+**



# HOMEPAGE & IN ARTICLE AD LOCATIONS MOBILE



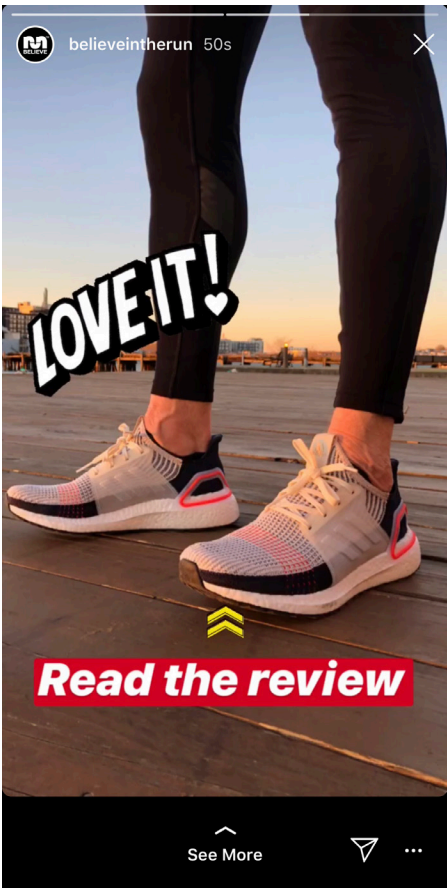
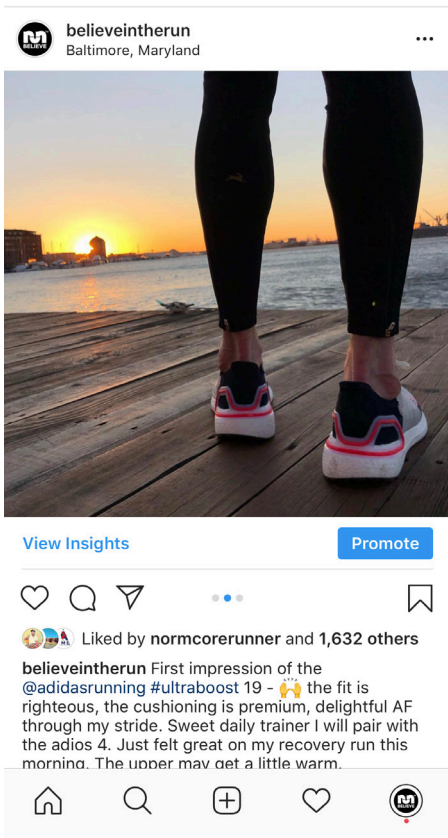
1. 300X250 ON HOMEPAGE



1. 300X250 ON ARTICLE

# SPONSORED & ORGANIC SOCIAL POSTS

## INSTAGRAM FEED & STORIES



## FACEBOOK



**Believe In The Run**

Published by Thomas Neuberger [?] · March 1 at 9:59 AM · 🌐

adidas Ultraboost 19, one of the best shoes in 2019? Really? Yep.



BELIEVEINTHERUN.COM

**Adidas Ultraboost 19 Performance Review » Believe in the Run**

**4,010**

People Reached

**950**

Engagements

[Boost Post](#)

👍👤 Scott Nagelkerke, Robyn Murray and 59 others

9 Comments 6 Shares

## YOUTUBE



aboot 19 Video Performance Review

## TWITTER



**Believe in the Run** @Bintherun · Mar 1

Better than the @Nike Epic Reacts? Sounds like blasphemy, but Thomas's

Valentine came late this year in the form of the @adidas #Ultraboost 19. ❤️

Read his review here: [ow.ly/62Bj50mnZ7m](https://ow.ly/62Bj50mnZ7m)

#BelieveInTheRun #BITR



# DISPLAY & DIGITAL MARKETING PACKAGES

## APPAREL & PRODUCTS

- 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](mailto:info@bigrunmedia.com) for pricing