



Marketing Media Kit: Endurance



WHO WE ARE & WHAT WE DO

WE ARE THE #1 NETWORK FOR ACTIVITIES AND PARTICIPANTS

ACTIVE.com is the online home for athletes to search and register for events. With over 100K event listings and 80MM+ annual registrations, we can reach your target audience and drive more registration through integrated marketing programs centered around your event(s).

WE DELIVER YOU TO OUR AUDIENCE WHERE IT MATTERS MOST

Our marketing programs connect with participants' points of passion, reaching them during key points along the event lifecycle:

1. Search & Register



Promote your race to those actively looking to make an event commitment.

2. Prepare



Reach participants who've already started their journey, using your race as either a milestone distance for larger training or a next event goal.

3. Reflect & Recommit



Capitalize on the "runner's high" and engage with participants who've just finished a race and are looking to restart their journey.

ENDURANCE PROFILE

ACTIVE.COM REACHES THE ENDURANCE ATHLETE

People come to
ACTIVE.com to
search & register
for Endurance
events;

7.3MM

registered last
year!



50% are participating in physical activity 5 – 6 times per week

Triathletes are the alpha dogs of endurance sports, considered the “top of the pyramid” when it comes to athletes, and spend highly on gear, events and travel to support their passion

The ACTIVE Network Cycling Audience is one of the most engaged, affluent, and influential groups with over half strongly agreeing or agreeing they are “trendsetters”

Runner Registration Behavior:

- ACTIVE.com #1 running website visited most often by runners
- 91% use the internet for online race registration
- 82% use the internet to search for upcoming races

OUR AUDIENCE PROFILE

ACTIVE.com
has a 56%
market share
among running
events in the U.S.

SPOTLIGHT ON ACTIVE.COM

ACTIVE.com is the leading online community for people who want to discover, learn about, share, register for and ultimately participate in activities about which they are passionate.

The screenshot shows the ACTIVE.com website interface. At the top, there's a navigation bar with the ACTIVE logo, location (San Marcos, CA), and search options. Below the navigation, there's a section titled "Active is 3,200 parks and recreation activities". The main content area is divided into several sections: "Active Near You" with a list of popular events like "39th Midnight Madness Fun Bicycle Ride" and "THE COLOR RUN SAN DIEGO"; a map showing activity locations; a Reebok advertisement for "REALFLEX" shoes; "National Features" including "Big Sur Marathon Events" and "TNT Active Winter Recruitment National"; "Get Active This Week" featuring "12 Fall Marathons" with tips for training; and "Training and Fitness" and "Healthy Living" sections with images of people exercising. The bottom of the page includes social media links for Facebook and a Reebok logo.

- 2.4MM Unique Visitors per month
- 15% ACTIVE.com traffic is through mobile
- 2.5MM users opt-in to hear from us via email
- Site Demographics
 - Gender: Female 56%
 - HHI: \$75k+, 55%
 - Education: College Graduate, 34%
 - Age:
 - 18-24, 14%
 - 25-34, 27%
 - 35-44, 25%
 - 45-54, 23%
 - 55+, 11%

OUR AUDIENCE PROFILE

393K+
Unique
Visitors Per
Month

SPOTLIGHT ON COOLRUNNING.COM

CoolRunning.com is the complete online resource for runners, offering the Web's most comprehensive race calendar, race results listings, training advice for runners of all ability.



— Site Demographics

- Gender: Female 63%
- HHI: \$75k+, 44%
- Education: College Graduate, 46%
- Age:
 - 18-24, 20%
 - 25-34, 13%
 - 35-44, 42%
 - 45-54, 11%
 - 55+, 14%

HOW WE REACH THEM

AWARENESS & BRANDING



ACTION



ACQUISITION

GEO-TARGETED:

- Local Events Newsletters
- Email Exclusives
- Online Display Ads
- Facebook Posts

NATIONAL:

- Homepage Sponsorships
- Search Results
- Training Guides
- Channel Sponsorships
- Custom Content
- Interstitial Ads
- Race Results

GEO-TARGETED:

- Local Events Newsletters
- Web Listings
- Email Exclusives

GEO-TARGETED:

- Daily Deal Program (Schwaggle)



