

**MEDIA KIT**

**RUNNER'S  
TRIBE**

[WWW.RUNNERSTRIBE.COM](http://WWW.RUNNERSTRIBE.COM)



**JUNE 2020**

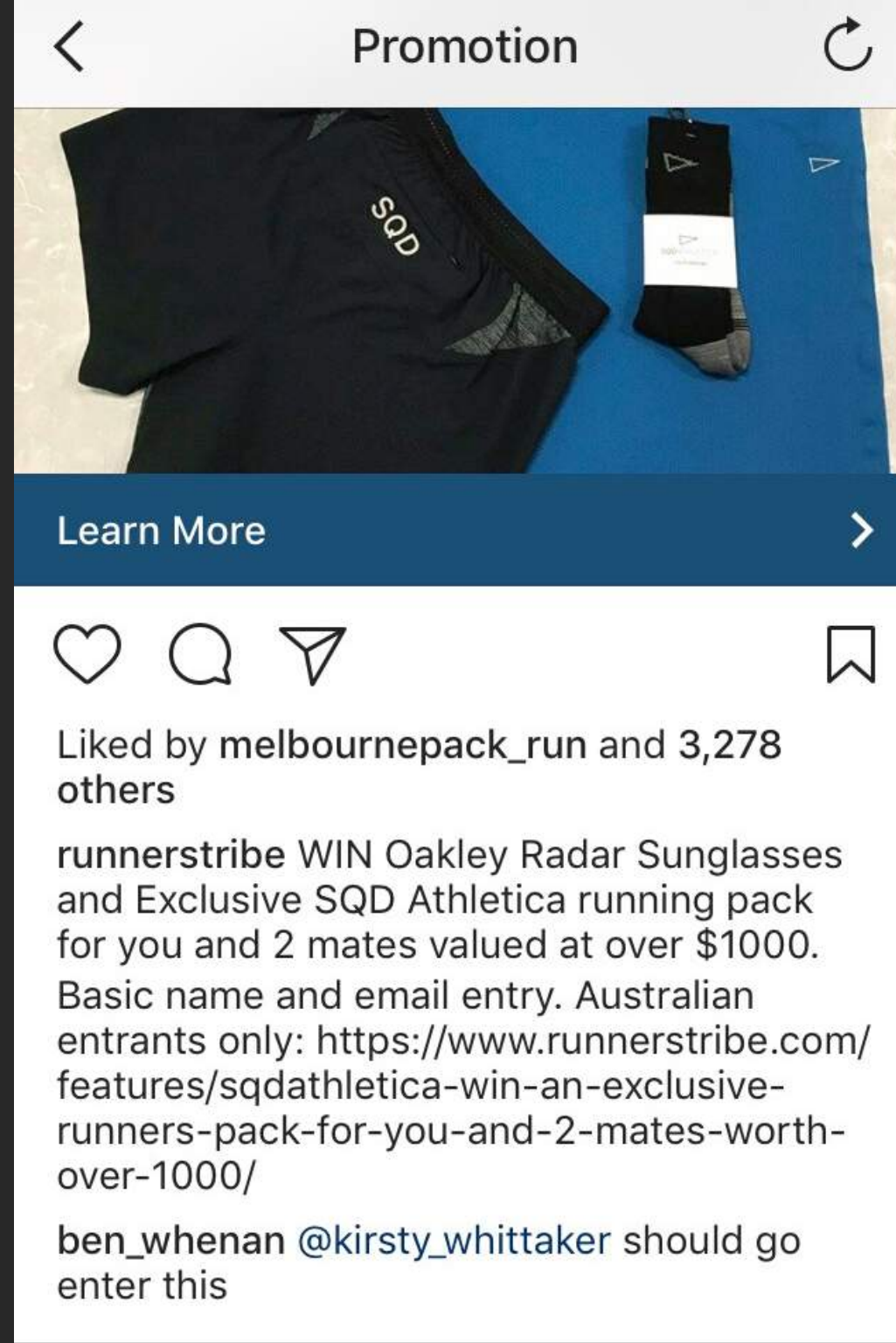
-72% OF VIEWS ARE FROM AUSTRALIA & NZ

-18% FROM THE USA

-10% REST OF THE WORLD

-WE'VE BEEN AROUND FOR OVER A DECADE PROMOTING THE SPORT SUCCESSFULLY

-RT IS ONE OF THE MOST ESTABLISHED WELL-REGARDED RUNNING PUBLICATIONS ON THE PLANET





75,675 SESSIONS  
PER WEEK



AVERAGING OVER  
57,250+ UNIQUE  
VIEWS A MONTH  
WITH A HIGHLY  
LOYAL FOLLOWING

**WEBSITE  
STATS  
MAY/JUNE 2020**

256,342+ PAGE  
VIEWS A WEEK



TRUSTED AND  
ESTABLISHED FOR  
OVER A DECADE  
PROVIDING  
QUALITY CONTENT



RUNNER'S TRIBE OFFER THE BEST 3RD PARTY BRAND PROMOTION FOR RUNNING COMPANIES IN AUSTRALIA THROUGH OUR COMPETITIONS, FEATURES, REVIEWS AND ADS.

***A FEW BRANDS WE'VE WORKED WITH SUCCESSFULLY***

- ON RUNNING
- Nike
- New Balance
- Saucony
- Brooks
- Hoka One One
- Sydney Running Festival
- Gold Coast Marathon
- SQD Athletica
- Running Warehouse AU
- SOS
- SIS
- And numerous others...



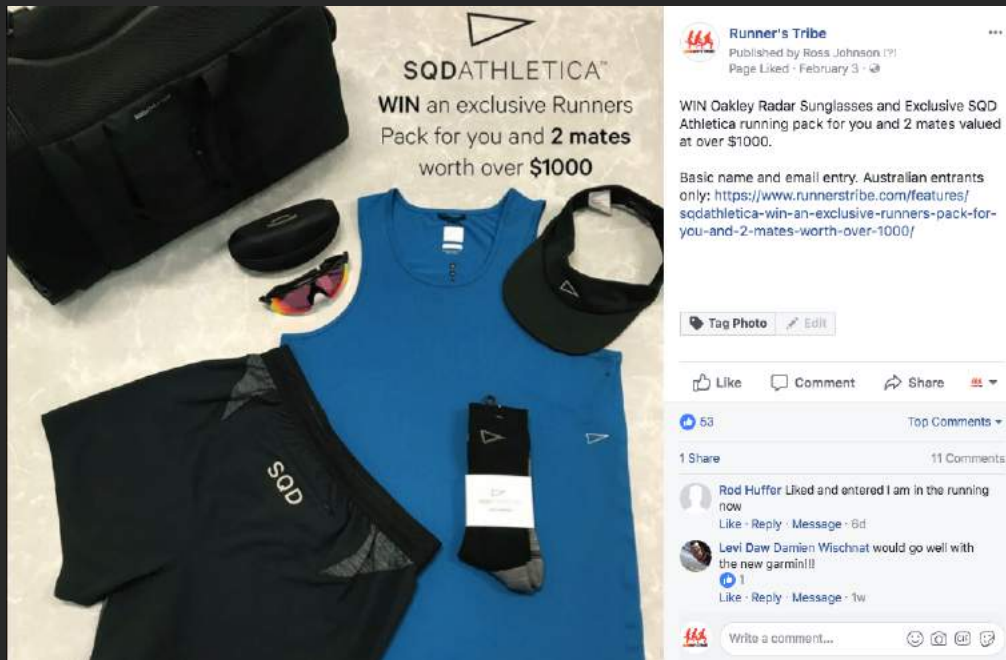
CONNECT AND ENGAGE AT NEW LEVELS WITHOUT OVER SATURATING YOUR MARKET WITH ADVERTISING

# RT COMPETITIONS, FEATURES, REVIEWS AND ADS

-Highly specific running orientated audience

- 44,000 + facebook followers

-World-renowned brand



**SQDATHLETICA™**  
WIN an exclusive Runners Pack for you and **2 mates** worth over **\$1000**

WIN Oakley Radar Sunglasses and Exclusive SQD Athletic running pack for you and 2 mates valued at over \$1000.

Basic name and email entry. Australian entrants only: <https://www.runnerstribemedia.com/features/sqdathletica-win-an-exclusive-runners-pack-for-you-and-2-mates-worth-over-1000/>

Runner's Tribe  
Published by Ross Johnson (9)  
Page Liked · February 3 · 🌐

Like Comment Share

68 Top Comments

1 Share 11 Comments

Rod Huffer Liked and entered I am in the running now  
Like · Reply · Message · 6d

Levi Daw Damien Wischnat would go well with the new garmin!!!  
Like · Reply · Message · 1w

Write a comment...



**RT RUNNER'S TRIBE** AUSTRALIAN ATHLETE EDITION 2 OUT NOW

RUN SCHOOL TRAINING OF FAMOUS RUNNERS ARTICLES ABOUT RT SHOP AUSTRALIAN ATHLETE

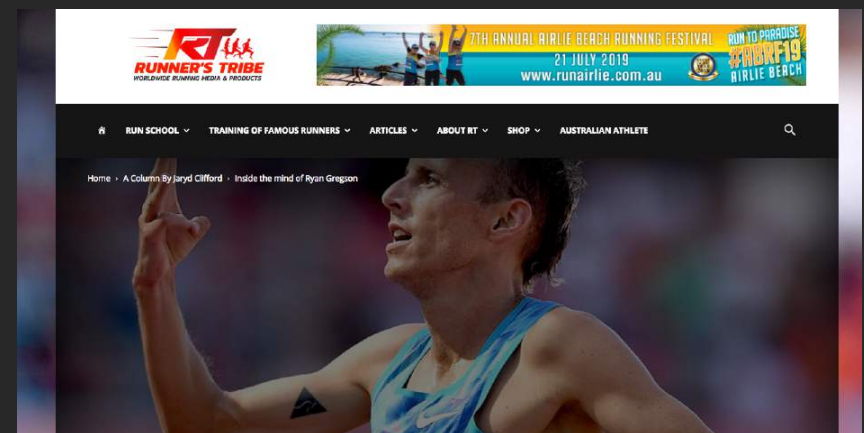
Home > Features > Running Shoe Reviews: Nike Zoom Fly FK

Running Shoe Reviews: Nike Zoom Fly FK

By RunnerStrobe Admin · October 18, 2018

The O'Keefe Challenge  
26 - 28 April 2019  
Bendigo to Heathcote

Run · Walk · Cycle



**RT RUNNER'S TRIBE** 7TH ANNUAL AIRLIE BEACH RUNNING FESTIVAL RUN TO PARADISE AIRLIE BEACH 21 JULY 2019 www.runairlie.com.au

RUN SCHOOL TRAINING OF FAMOUS RUNNERS ARTICLES ABOUT RT SHOP AUSTRALIAN ATHLETE

Home > A Column By Jayd Clifford > Inside the mind of Ryan Gregson

# RT COMPETITIONS

All entries for prize draw (SQDATHLETICA - WIN an exclusive Runners Pack for you and 2 mates worth over \$1000).

A winner has not yet been chosen for this draw. Choose your winner manually using the options next to each entry, or click below to pick a winner randomly.

Pick A Winner Now

Search by Email:  Refine results

Name	Email	Answer	Date Entered	Options
John Kennedy	jckennedy@bigpond.com		3rd February, 2018	<a href="#">Remove User</a> <a href="#">Select as Winner</a>
Gavin smith	smithgavin510@gmail.com		3rd February, 2018	<a href="#">Remove User</a> <a href="#">Select as Winner</a>
Renaud Herington	renherington82@gmail.com		3rd February, 2018	<a href="#">Remove User</a> <a href="#">Select as Winner</a>
Jess Dougherty	jessdougherty93@gmail.com		3rd February, 2018	<a href="#">Remove User</a> <a href="#">Select as Winner</a>
Isaac Gill	isaac44635@gmail.com		3rd February, 2018	<a href="#">Remove User</a> <a href="#">Select as Winner</a>

- RT Competitions are run through our website.
- Competitions are promoted on RT and on our social platforms.
- They aim to promote brand awareness and to obtain customer emails.

All entries for prize draw (SQDATHLETICA - WIN an exclusive Runners Pack for you and 2 mates worth over \$1000).

A winner was picked for this prize draw on 15th February 2018. Please contact them directly to send the prize out.

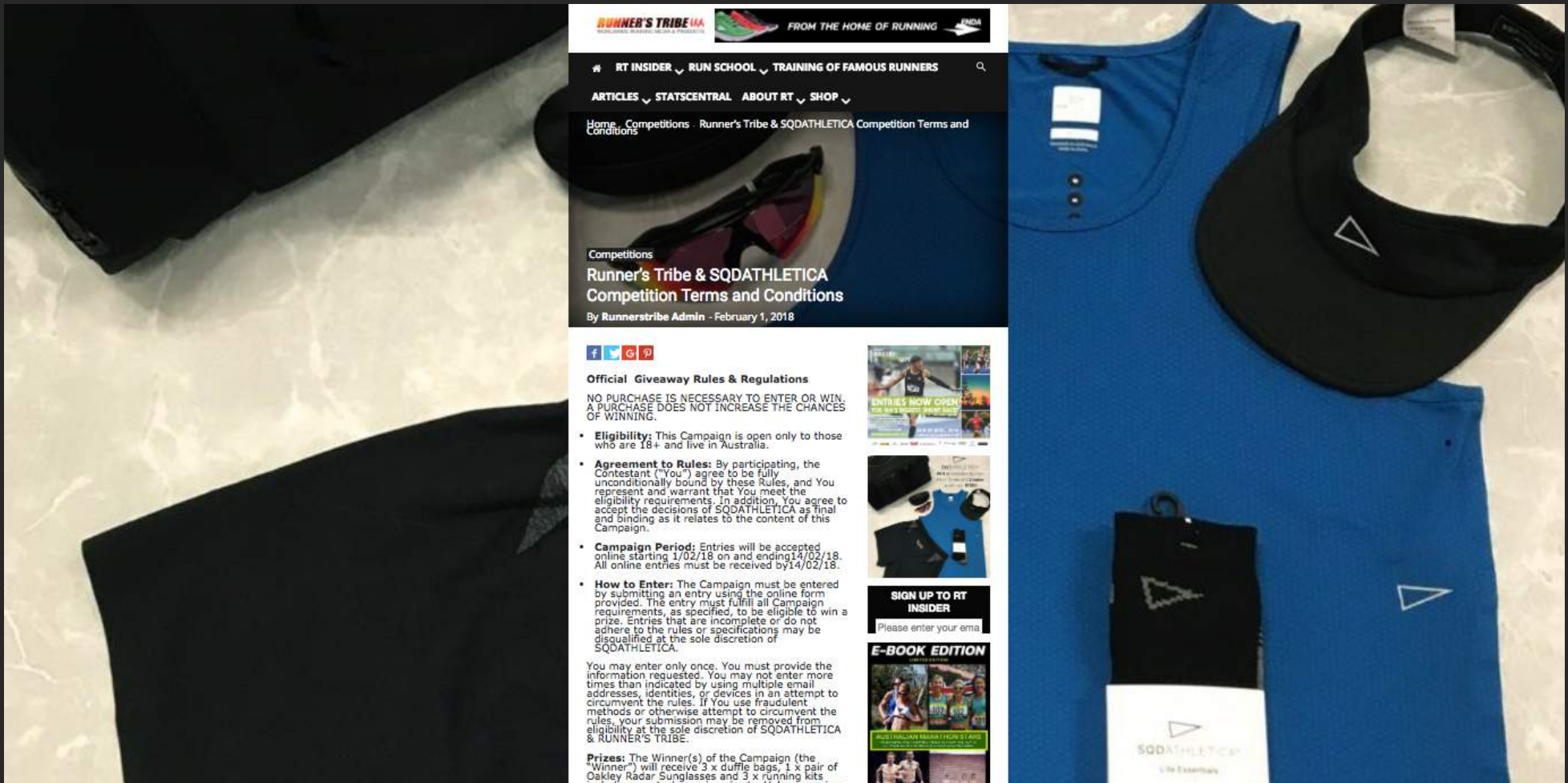
## Winner Details

**Name:** Campbell Maffett

**Email:** campbellmaffett@gmail.com

# RT COMPETITIONS

-RT Competitions with strict entry rules and conditions and winners are chosen at random through our special competitions app.



**RUNNER'S TRIBE** FROM THE HOME OF RUNNING

RT INSIDER RUN SCHOOL TRAINING OF FAMOUS RUNNERS

ARTICLES STATS CENTRAL ABOUT RT SHOP

Home Competitions Runner's Tribe & SQDATHLETICA Competition Terms and Conditions

Competitions

### Runner's Tribe & SQDATHLETICA Competition Terms and Conditions

By Runnerstribes Admin - February 1, 2018

f t g p

#### Official Giveaway Rules & Regulations

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

- Eligibility:** This Campaign is open only to those who are 18+ and live in Australia.
- Agreement to Rules:** By participating, the Contestant ("You") agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of SQDATHLETICA as final and binding as it relates to the content of this Campaign.
- Campaign Period:** Entries will be accepted online starting 1/02/18 on and ending 14/02/18. All online entries must be received by 14/02/18.
- How to Enter:** The Campaign must be entered by submitting an entry using the online form provided. The entry must fulfill all Campaign requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of SQDATHLETICA.

You may enter only once. You must provide the information requested. You may not enter more times than indicated by using multiple email addresses, identities, or devices in an attempt to circumvent the rules. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of SQDATHLETICA & RUNNER'S TRIBE.

**Prizes:** The Winner(s) of the Campaign (the "Winner") will receive 3 x duffel bags, 1 x pair of Oakley Radar Sunlasses and 3 x running kits including our tech running shorts. Unless specified

ENTRIES NOW OPEN FOR THE MONTH OF FEBRUARY

SIGN UP TO RT INSIDER

Please enter your email

E-BOOK EDITION

ACE ITALIAN MARATHON STARS



# RT REVIEWS & FEATURES

Ask us about our RT shoe review and features packages. Geared to promote your brand or event through the best 3rd party marketing available in Australian running.



The screenshot shows a website page for a shoe review. At the top, there is a navigation bar with the RT Runner's Tribe logo and a menu including 'RUN SCHOOL', 'TRAINING OF FAMOUS RUNNERS', 'ARTICLES', 'ABOUT RT', 'SHOP', and 'AUSTRALIAN ATHLETE'. A secondary banner for 'AUSTRALIAN ATHLETE EDITION 2 OUT NOW' is also present. The main content area features a large image of a black and orange Nike Zoom Fly FK shoe. Below the image, the article title 'Running Shoe Reviews: Nike Zoom Fly FK' is displayed, along with the author 'By Runnerstribes Admin' and the date 'October 18, 2018'. Social media sharing icons for Facebook, Twitter, Google+, and Pinterest are provided. The article text begins with 'Hop on board the hype train with Nike's latest shoe built for speed, the Nike Zoom Fly FK (dang that's one long name). Another shoe loaded with Nike's React foam. With a fly knit upper, a carbon fibre plate (yes like the one found in Nike's Vaporfly 4% that Eluid Kipchoge broke the world record in), and a simple yet highly appealing design, the shoe ticks a lot of boxes.' To the right of the text is a promotional graphic for 'The O'Keefe Challenge' running event, scheduled for 26-28 April 2019 from Bendigo to Heathcote, with the tagline 'Run · Walk · Cycle'.

**RT**  
**RUNNER'S TRIBE**  
WORLDWIDE RUNNING MEDIA & PRODUCTS

AUSTRALIAN ATHLETE  
EDITION 2  
OUT NOW

Home » Features » Running Shoe Reviews: Nike Zoom Fly FK

Features Shoe Reviews

## Running Shoe Reviews: Nike Zoom Fly FK

By Runnerstribes Admin - October 18, 2018

f t G+ p

Hop on board the hype train with Nike's latest shoe built for speed, the Nike Zoom Fly FK (dang that's one long name). Another shoe loaded with Nike's React foam. With a fly knit upper, a carbon fibre plate (yes like the one found in Nike's Vaporfly 4% that Eluid Kipchoge broke the world record in), and a simple yet highly appealing design, the shoe ticks a lot of boxes.

**The O'Keefe**  
CHALLENGE  
f @ okeefechallenge  
26 - 28 April 2019  
Bendigo to Heathcote  
Run · Walk · Cycle



# RT BASIC ADS

Looking for a simple option? Ask us about the pricing for banner, article and other ads seen by thousands of your brand's or event's target audiences daily.

The image displays two screenshots of the Runner's Tribe website, illustrating different ad placements. The top screenshot shows a banner ad for a red and blue running shoe, with the text "SHORTCUT TO RUNNERS HIGH." and the Runner's Tribe logo. Below the banner is a navigation menu with items like "RUN SCHOOL", "TRAINING OF FAMOUS RUNNERS", "ARTICLES", "ABOUT RT", "SHOP", and "AUSTRALIAN ATHLETE". The main content area features a large image of a male athlete celebrating with his arms raised, and a breadcrumb trail: "Home > Features > 'We will be the best' - The training & making of Jakob...". The bottom screenshot shows a banner ad for the "7TH ANNUAL AIRLIE BEACH RUNNING FESTIVAL" on "21 JULY 2019" at "www.runairlie.com.au", with the hashtag "#RTRF19 AIRLIE BEACH". The navigation menu and breadcrumb trail are identical to the top screenshot, with the breadcrumb trail being "Home > A Column By Jaryd Clifford > Inside the mind of Ryan Gregson".



**THAT'S  
A WRAP!**

**EMAIL: [INFO@RUNNERSTRIBE.COM](mailto:INFO@RUNNERSTRIBE.COM)**

**LET US HELP YOU SUCCEED WITH  
A QUALITY CUSTOMISED PACKAGE**

**[RUNNERSTRIBE.COM](http://RUNNERSTRIBE.COM)**