

A man and a woman are running on a gravel path in a forested landscape. The woman is on the left, wearing a bright pink t-shirt and black shorts, smiling. The man is on the right, wearing a grey t-shirt and dark blue shorts, also smiling. They are both wearing New Balance running shoes. The background shows a dense forest of evergreen trees under a clear blue sky with some light clouds.

Gezond in beweging

# MEDIAKIT 2024

RUNNING<sup>BE</sup> RUNNING<sup>NL</sup>



# MORE THAN A MAGAZINE

*+ online + events + research & data*

*More than  
**75.000**  
followers on  
social media*

**530.000**  
*Participants  
at own  
Events*

**Unique  
data &  
Insights**  
*for media  
partners*

# TARGET AUDIENCE

Running is for everyone in **Belgium** and **The Netherlands** who finds joy in running. From the **new runner** that looks to complete those first 5 K to the experienced trail runner and **marathoner**. From the avid runner who collects race medals to the person who prefers to go for a solo run. All of them with a shared interest in a healthy lifestyle.

Our reader wants to become healthier and happier through daily exercise. He/she leads an **active lifestyle**, wants to stay **fit** and **healthy** and finds pleasure in running. Providing the motivation and **inspiration**, Running offers readers off- and online **information** about training, gear, nutrition, events and informs them how to stay physically and mentally fit.

# PRINT

**Circulation 20,000**

6 x per year

Editorial calendar – theme issues

Start 2 Run

Shoe special

Gear special

**RUNNING**BE  
**RUNNING**NL

# ONLINE



**[Running.nl](#) & [Running.be](#)**

561,525 events per month

unique visitors 68,504 per month



**Newsletter**

email addresses 139.832

(opt-in and delivered)

24 x per year

open rate 44,3%



**Facebook 58,938 followers** [NL](#) / [BE](#)

52% female / 48% male



**Instagram 15.835 followers** [NL](#) / [BE](#)

46% female / 54% male

## *Figures by country*

# REACH

### **RunningBE**

Target Audience: Active Runners

- Magazine circulation: 10,000 - 6 times a year
- Website: 87,000 unique visitors per month
- Number of events per month: 479,000
- Average Engagement Duration: 1.03 min

Newsletter opt-in email addresses:

- 128,158 with an average open rate of 38.2%  
and an average CTR of 5.4%
- Facebook followers: 35,736 42% male and 58% female
- Instagram followers 8,454 47.9% male and 52.1% female
- Organic post reach ranges from 600 to 10,000  
on average

### **RunningNL**

Target Audience: Active Runners

- Magazine circulation: 10,000 - 6 times a year
- Website: 16,000 unique visitors per month
- Number of events per month: 82,525
- Average engagement duration: 0.51 min

Newsletter opt-in email addresses:

- 11,674 with an average open rate of 50.4%  
and an average CTR of 5.3%
- Facebook followers 23,099 54% male and 46% female
- Instagram followers 8,394 59.1% male and 40.9% female
- Organic post reach ranges from 600 to 10,000  
on average

*Reference date engagement statistics: November 2023*

# PRINT

## **Page branded content €2.200,-**

- editorial in consultation with the editor-in-chief
- including writing, designing and publishing (and possibly test or telephone interview) text up to 400 words
- Excl. photography

## **Dressing cover model**

As a media partner, it is possible to provide us with shoes and apparel for our cover. Ask for the possibilities.

## **Page ad €1.987**

- page mirror 1/1 page: 210x285mm (wxh), at expiration +3 mm, including fitting crosses.
- submit pdf material

## **Media partnership**

We would like to collaborate on content and knowledge and support a paid collaboration with editorial articles in print and online. As a media partner, you have access to our sections Essentials, New Arrivals and Reviews, in which we highlight new product releases.

As a media partner, you also get exclusive access to data and you can participate in our annual RunningNL research by Markteffect.

## **Surcharges**

Advertisement on cover x 1.25

Publication only in NL x 0,5

Publication only in BE x 0.75

## Commercial opportunities Online

# ONLINE

### Item newsletter €1.874

- title, photo, short introduction + link
- CPM 12.50 = 149,981 opt-in email addresses
- including online publication if desired, otherwise click out URL

### Banner in footer newsletter €1.499

- 600 x 320 px + link
- CPM 10 = 149,981 opt-in email addresses

### Social media

- organic item € 1,090
- CPM 15 - organic post with paid is surcharge 550,- of which 300 paid budget
- tag sponsored (own followers and unique)

### **Tip from our marketer**

*Using paid push is a great booster!*

*This way, we can easily increase the number of accounts reached to 20,000-30,000 and increase the number of views to 70,000-90,000.*

*Target group 'interacted with Running'*

### Editorial website €1.425

- product info + HR photo(s) + do follow link
- embedding video/YouTube is possible.
- the URL remains visible on our home page for a week; 24/7 live, text and images are provided by the brand

**Tip:** *the message reach and views increase significantly if you boost the editorial through an item in the newsletter*

### Banners €1.290

- XL Leaderboard
- at the top of the homepage
- two weeks live, 100% visible
- 995 x 123 pixels and for mobile 320x50 pixels + link

*Mentioned rates are excl. VAT and we do not grant a desk discount*

# PRODUCT REVIEWS

There are a number of conditions attached to the testing of clothing, shoes, sports watches, etc. and their publication:

1. As part of a paid media partnership, a test and publication is free of charge. Choose a print or online publication.
2. A review and publication in the magazines RunningNL & BE € 2,200
3. A review and publication in the newsletter and online with backlinks € 2,200 on both websites
4. A review without publication in print or online € 750

All options include the use of our 'tested by' logo and publication on your own channels.



# 530.000

*participants per year in Belgium and The Netherlands*

**Visibility and activation at  
our own running events, a.o.:**

NN Marathon Rotterdam, NN CPC Loop The Hague,  
ASML Marathon Eindhoven, Maastrichts Mooiste,  
CZ Tilburg Ten Miles, Menzis 4 Mijl van Groningen  
& KLM Urban Trails in The Netherlands.

Baloise Antwerp 10 Miles, Brussels Airport Marathon  
& Half Marathon, Sofico Gent Marathon, Antwerp  
Marathon, Athora Great Bruges Marathon, AA Drink  
Spartacus Series, Nature Trail Series en Liantis Urban  
Trail Series in Belgium.



# RESEARCH & DATA

## **Annual Running survey by market research agency Markeffect**

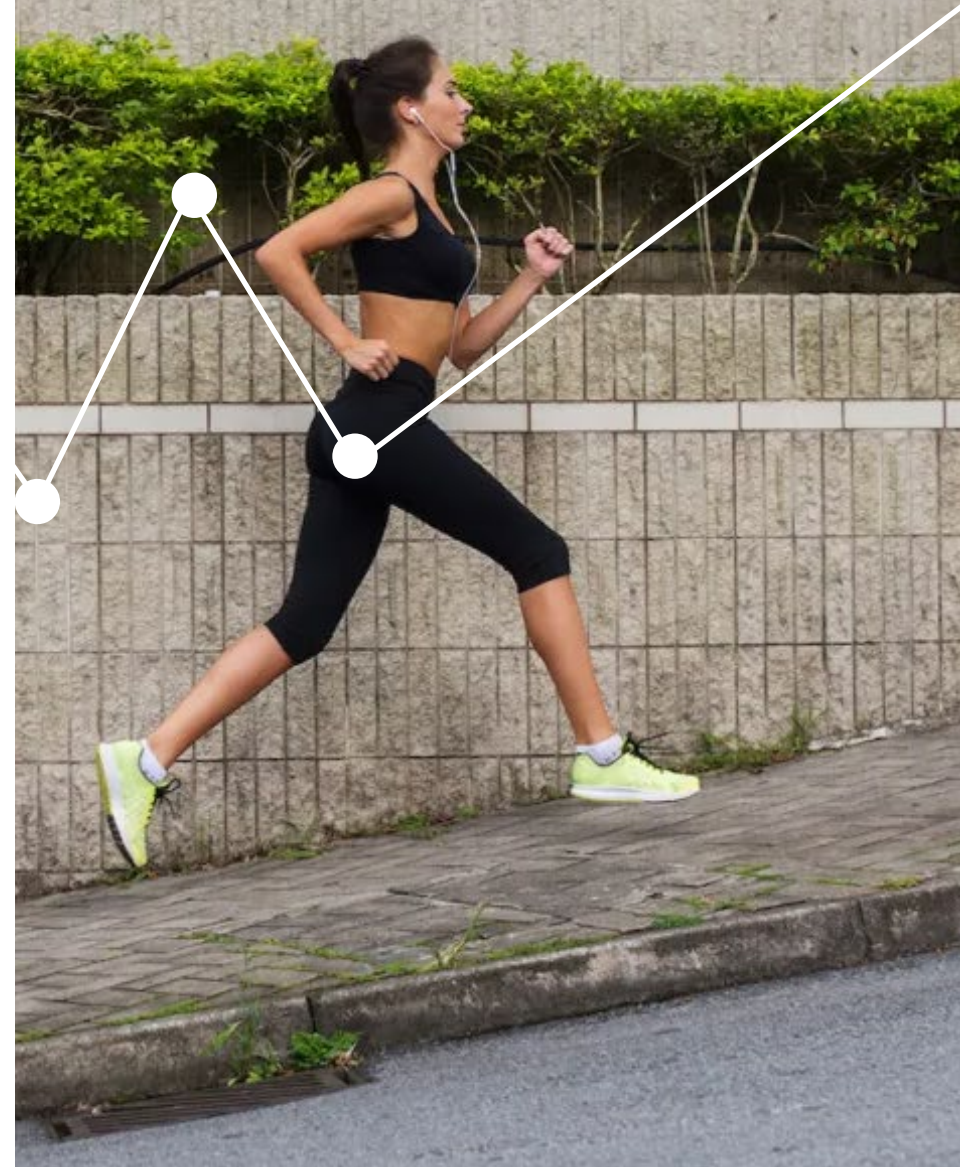
- Research provides insights into customer journeys and touchpoints

Markteffect conducted a survey among Dutch consumers, carried out on behalf of RunningNL. The research shows a.o. that no less than 40% of the Dutch people run. The Dutch runner is also highly educated and focuses on the physical and mental health benefits of running. Next to running, walking is the most practiced sport.

The research can be requested free of charge for media partners.

In 2024, we will set up the same research in Belgium.

Research data of the RunningBE/NL readers' survey are available from February 2024.



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ARKO SPORTS MEDIA GOLAZO

**RUNNING**BE  
**RUNNING**NL

