

LET'S GET STARTED.

LetsRun.com

The web's preeminent site for elite-level running and excellence in sport journalism

KEY STATS

859,823	average monthly unique visitors
7,218,237	average page views per month
66%	male readership
69%	college educated or higher
24%	HH income > \$100k

Sources: March 2013, Google Analytics (12 month average), Quantcast.com

Robert Johnson and Weldon Johnson started LetsRun.com in 2000 with one goal in mind: sharing their passion for the sport of running. Since then, LetsRun.com has grown into the largest independent running website in the world. Each month, over one million runners from over 220 countries unite on LetsRun.com to find out the latest in professional track and field news, discuss tips and trends and share their excitement for the world's simplest sport.

Advertising on LetsRun.com will give your brand visibility in front of a loyal and influential readership and enhance your credibility among the top running

and athletic communities. Our access to and relationships with some of sporting's biggest names and commitment to journalistic integrity have made LetsRun.com a go-to among mainstream media for running information. LetsRun.com has been cited in multiple national and international media outlets; most recently in the *New York Times*, the *Washington Post*, *USAToday* and on ABC's "Good Morning America."

If your brand is seeking an authentic conversation with the sport's most influential consumers, technical know-how, and advertising intelligence to help reach your audience in a cost-effective manner, then look no further.

For advertising opportunities, please contact Weldon Johnson at (607) 227-7125 or weldonjohnson@letsrun.com

OUR PEOPLE

Robert Johnson has spent the last twenty years of his life immersed in the upper echelons of America's running community. As a marathoner, he paced Catherine Ndereba to the world record and found himself ranked in the top 50 marathoners nationwide. As a coach, his runners have smashed school records and captured 12 Ivy League titles in seven years. And as a journalist, he has served as a radio announcer, newspaper writer and host of an internet call-in show. He devotes the majority of his time to LetsRun, focusing on daily operations and the production of original content.

Weldon Johnson went from being an unknown runner to winning the Marine Corps Marathon and nearly making the Olympic teams in 2000 and 2004. His journey has inspired thousands of runners and is the reason the motto of LetsRun.com is "Where Your Dreams Become Reality." Weldon's success at running has made him the long-time "face" of LetsRun.com and his knowledge and story continue to inspire the fans of LetsRun.com and other professional athletes today. Weldon's responsibilities at LetsRun.com include all business development, marketing and international event coverage.

OUR CONTENT

LetsRun.com is best known for its no-holds-barred take on current athletic news and popular message boards. Because track and field is the world's oldest sport, it presents the most basic of human tragedies and triumphs. Emotions run high at this level of competition and we try to erase the veneer of artificiality that can accompany such a simple pursuit. Thus, you'll find exclusive interviews with the hottest names in the sport, vibrant reader forums and a exuberant editorial staff that loves running more than anything.

OUR READERS

Imagine a major marathon every single day. On LetsRun.com, you'll reach that scale of viewership consistently each day, and exceed it multiple times per year. That's right, LetsRun.com averages more readers per day than the Boston Chicago and New York marathons had finishers in 2012. The LetsRun.com reader tends to be an influencer in running, education and technology. Best of all, our readers genuinely read our site, spending nearly 50% more time per page than Nielsen internet averages, and increasing your opportunity for brand awareness.

You should probably start your Web surfing with LetsRun.com.

Marathon and Beyond: May/June 2008 A Luddite's Guide to the Best of the Running Web

2005 ROAD RUNNERS CLUB OF AMERICA JOURNALISTIC EXCELLENCE AWARD WINNER

LetsRun.com is one of the broadest and most influential voices in the running community....I have great respect for the site's work.

Tim Layden, Sports Illustrated

As a fat, non-running, multiple-packs-a-day smoker in my late 30s, I needed a "community" to help me turn the corner and get back into running. While I've now got lots of new running friends (replacing lots of my old non-running, fat, smoking, drinking friends), LetsRun provided my first running community support group. And helped me through the first couple (miserably out-of-shape) years of getting back into the sport. Your site is mostly fun, but it's also a godsend! :-)

Pete McGill, the top ranked masters 5k runner in the world for his age group and blogger of the influential Younger Legs Blog

I might never have even traveled to Ethiopia let alone co-founded Running Across Borders if reading your site had not inspired me to do so.

Garrett Ash, founder of Running Across Borders

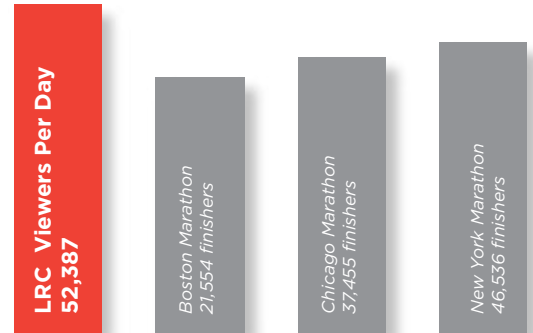
HEAR THE BUZZ

Your web site is my No. 1 source of info on the sport.

Philip Hersh, Chicago Tribune, Los Angeles Times

LetsRun.com has become my first and reliable place to go for the most up to date and recent running and racing news and results. I enjoy and rely on the fact that the website will keep me on the pulse with any news and changes in the running world.

Paula Radcliffe, women's marathon world-record holder



It would be an honour to make the Lets Run web site.

Eamonn Coughlan, former world record holder in the indoor mile and race director of Saint Patrick's Festival 5K Race in Dublin

Whatever you can think of, we want to help you accomplish. We have the ability to integrate demographic and geographic targeting to help you reach exactly who you are looking for through dropdowns, pushdowns, fixed panels, roadblocks, expanding rollovers, site skins, editorial contests and video content. Our readers' passion for running is matched only by our commitment to your brand. Contact us today to learn about our rates, custom packages and race promotions.

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