

MEDIA PACK **OBSTACLE MUD RUNNER**

Obstacle Mud Runner Magazine was born to encourage adults and children alike to get off the sofa and move more, away from the screens and into the mud is the perfect solution.

We strive to encourage people to discover the fun and inform our readers about events and products that benefit them in our sport and help make it more enjoyable.

We are here to provide guidance on things such as: new products, nutrition, training venues, equipment, technology, clothing, events, competitions, discounts, charities, corporate days and more.

We'll also keep you informed about UK, European and World championships.

We genuinely care about our readers and whether you're a complete novice or an elite, 18 years old or 80, we're all friends here and we welcome everyone.

Follow us on Social Media:



OMRmagazine



@omrmagazine



@omrmagazine

WHAT MAKES US DIFFERENT?

- Extensive relevant readership.
- Distributed FREE OF CHARGE digitally every quarter.
- The Editor is a regular racer so she gets to experience and write about events first hand.
- RD's get the chance to put their race in their own words.
- The front cover feature includes a DPS in the centre pages.
- You get to have your say!

Contact us with your own ideas to feature.

CIRCULATION/READERSHIP

Our mailing list has grown to around 5000 individuals who regularly receive a digital copy of Obstacle Mud Runner Magazine. Additionally, we offer the opportunity to sign up via a digital QR code at OCR events that we attend across the UK and Europe and have a presence at the OCR World Championships. We've teamed up with some brilliant media partners and are promoted within their newsletters in a digital format. One of those partners being Start Fitness who mail out to 125,000 once a month.

To receive a regular copy of the digital magazine please visit the website or email Donna the Editor at donna@obstacleudrunner.co.uk



Follow the OMR race team at major events
@omrmraceteam



CONTACT

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OBSTACLE MUD RUNNER

EDITORIAL STYLE

Obstacle Mud Runner Magazine was created to be informative in all things OCR. We aim to share as much news as possible, what's hot, what's not, as well as offering advice on training, nutrition, technology, kit... etc. We pride ourselves on providing honest and informative race reviews which are generally carried out by our editor or a member of our race team. Our entire team attend events all year round and give us excellent feedback of not just some of the most challenging or gruelling races out there but also some of the most entertaining and fun races in the UK, Europe and indeed Worldwide. All our contributing editors have participated in events in the past, so they know exactly what you need. All the best tips on how best to prepare for your race is just one topic covered.

For all editorial queries please email the editor: donna@obstacleudrunner.co.uk



FEATURES

- Front cover – Product of the issue incl. DPS inside. (Option to do a wrap around the front cover.)
- Top picks – a selection of our favourites including free race entries and competitions each issue.
- Kit, product, footwear and clothing.
- OCR Team interviews.
- Product of the issue /product reviews
- Editor's choice.
- Nutrition advice / Fuel / Recipes.
- How 2 do... step-by-step instructions on obstacle technique.
- Race reviews
- Ask the expert.
- Charity page.
- Diary dates.
- Alternative sport feature.

OMR is mailed out **FREE** to **5,000** individuals who have previously raced before, are due to race or would like to race.

RATE CARD

4 Page Company Profile

(Front cover, DPS editorial and 1 page advert.) £1350.00

Inside Front Cover £1350.00

Inside Back Cover £1350.00

Back Cover £1350.00

DPS £1350.00

Full page £1000.00

Half Page £500.00

Quarter Page £350.00

Quarter Page Strip (vertical and horizontal) £350.00

Classified POA

Digital version POA

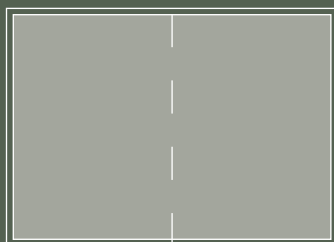
Email / Html POA

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TECHNICAL SPECIFICATIONS

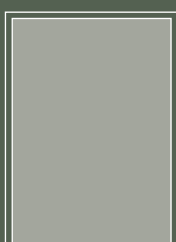
DOUBLE PAGE SPREAD

Bleed 305 x 428mm
Trim 297 x 420mm



FULL PAGE

Bleed 305 x 218mm
Trim 297 x 210mm



All ad artwork to be supplied as high resolution, print ready pdfs with trim marks.

Creative ad production available upon request.

WEB BANNERS

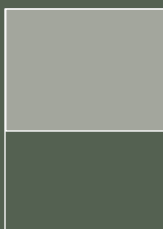
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Vertical
277 x 200 pixels

All web banners to be supplied in jpg, png or gif format with required url link

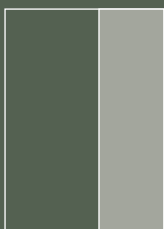
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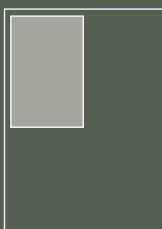
HALF PAGE

Vertical Trim
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QUARTER PAGE

Portrait
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STRIP

Horizontal
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STRIP

Vertical
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