

# MEDIA PACK

# OBSTACLE MUD RUNNER

Obstacle Mud Runner is a quarterly publication which is available in both printed and digital format, this enables readers to view the publication on all media platforms. We are 100% dedicated to Obstacle Course Racing and are distributed free of charge to our digital audience.

We have a readership of around 10,000 individuals who are already involved within the OCR community so either established runners and race organisers and people who are interested in Obstacle Course Racing for fun. We believe that we cater for all within the sport and those looking to become involved.

We do have current and past issues available on the website so please visit [www.obstaclemudrunner.co.uk](http://www.obstaclemudrunner.co.uk) and take a look at what you've been missing.



Our mission is to encourage people to join the fun and inform our readers in all areas of the brilliant world of OCR. We aim to provide advice and guidance on things such as: new products, nutrition, training, equipment, technology, clothing, what's on, competitions, freebies, charities, corporate days and more. If our readers want to know it, we'll cover it. Information and updates regarding the UK, European and World championships. We genuinely care about our readers and whether you're a complete novice or elite, 18 or 80, we're all friends here and we welcome everyone.

### WHAT MAKES US DIFFERENT?

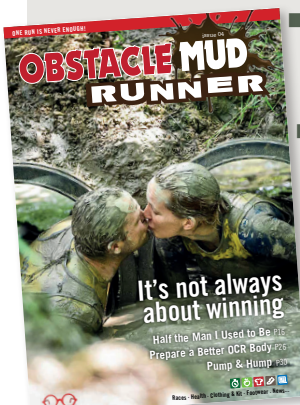
- Extensive relevant readership.
- Distributed FREE OF CHARGE.
- Editorial is from the horse's mouth.
- RD's get the chance to put their race in their own words.
- Front cover is the people's chosen cover (This can be voted for via a social media platform) Or will feature the product of the issue and include a DPS in the centre pages.

### CIRCULATION/READERSHIP

Our mailing list has grown to around 5000 individuals who regularly receive a copy of Obstacle Mud Runner Magazine. Additionally, we distribute at OCR events that we attend across the UK and Europe and also 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 magazine please visit the website or email Donna the Editor at [donna@obstaclemudrunner.co.uk](mailto:donna@obstaclemudrunner.co.uk) You can opt to receive your copy as a digital or printed format.

- Key feedback from OCR's finest.
- Fully supported with a FREE digital version.



Follow the OMR race team at major events

### 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 cover all the latest info, 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 and Europe. 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@obstacle mudrunner.co.uk](mailto:donna@obstacle mudrunner.co.uk)



## FEATURES

- Front cover – Product of the issue OR the winning photo our readers have voted for. (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 / recipes.
- How 2 do... step-by-step instructions on obstacle technique.
- Race reviews
- Ask the expert.
- Charity page.
- Diary dates.

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

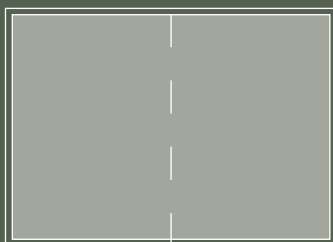
## RATE CARD

<b>4 Page Company Profile</b> <i>(Dummy front cover, DPS editorial and 1 page advert. Includes a separate digital version)</i>	£3000.00
<b>Inside Front Cover</b>	£1350.00
<b>Inside Back Cover</b>	£1350.00
<b>Back Cover</b>	£1350.00
<b>DPS</b>	£2000.00
<b>Full page</b>	£1200.00
<b>Half Page</b>	£750.00
<b>Quarter Page</b>	£500.00
<b>Quarter Page Strip</b> <i>(vertical and horizontal)</i>	£500.00
<b>Classified</b>	POA
<b>Digital version</b>	FOC
<b>Email / Html</b>	£350.00 per 1000
<b>Data rental</b>	POA

## TECHNICAL SPECIFICATIONS

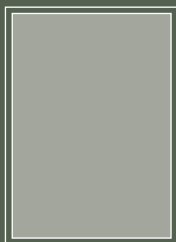
### DOUBLE PAGE SPREAD

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

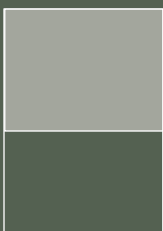
Horizontal  
90 x 728 pixels

Vertical  
277 x 200 pixels

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

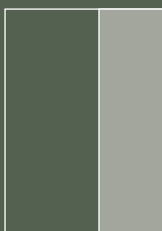
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Horizontal Trim  
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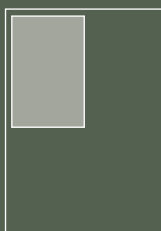
### HALF PAGE

Vertical Trim  
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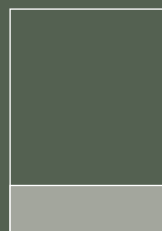
### QUARTER PAGE

Portrait  
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### STRIP

Horizontal  
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### STRIP

Vertical  
297 x 50mm

