

RUNNER'S WORLD FACT SHEET



The Magazine



The largest running magazine in the world: **RUNNER'S WORLD**

RUNNER'S WORLD is the German edition of the largest running magazine in the world and also the largest in Germany. RUNNER'S WORLD provides practical training programs for leisure time joggers and marathon runners, advice on the appropriate gear as well as tests of sport accessories. In addition, RUNNER'S WORLD presents valuable advice on fitness, nutrition and health in every issue and reports on all the important events in the running scene, including a detailed calendar of events and competition results. RUNNER'S WORLD reaches 250,000 readers (Survey: AWA 2019). On topics like running, running shoes and running gear RUNNER'S WORLD readers belong to the prime target group and are opinion leaders who are very quality- and brand-conscious.

Facts

- **Publication frequency:** monthly
- **Cover price:** € 5,00
- **Readers per issue:** 0,25 m (AWA 2019)
- **Paid circulation:** 34,221 (IVW II/19)
- **Publisher:**
Motor Presse Hearst GmbH & Co. KG
- **PZN:** 587578

Advertising Rates 2019

Formats	Size	Rates
	1/1 page TA: 185 x 248mm TS: 215 x 280mm	€ 8,400
	2/1 page TA: 392 x 248mm TS: 430 x 280mm	€ 16,800

No tax included. Other rates on application or on www.mps-anzeigen.de

 www.runnersworld.de

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Readers

	Total Population (70.6 m)	RUNNER'S WORLD readers (0.25 m)	Index 100 = Total population	
Men	49%	52%	104	
Women	51%	48%	96	
Disposable income 500 €+	34%	46%	134	
University degree	18%	30%	173	
Household net income 3.500 €+	34%	48%	141	
Best Age				
20-49 years	43%	62%	143	
Strong personalities				
Very Active	39%	80%	205	
Multipliers	25%	56%	226	
Very broad/broader expert horizon	34%	57%	167	
Technology-minded				
Innovators/Trendsetters	16%	46%	291	
TAPs (Technically advanced persons)	15%	25%	167	
Multifaceted				
OTC-core target group	19%	27%	141	
Mobile Cosmopolitans	20%	50%	254	
Insurance, financial investments	31%	55%	177	
All-round athlete	23%	71%	311	
Demanding				
Ready to spend a lot of money on products	21%	33%	158	
High quality food products	39%	55%	141	
Ready to pay more for environmentally friendly products	33%	57%	171	
Prefer high quality sportswear	24%	65%	277	
High willingness to spend				
Sports	21%	72%	349	
Travels	52%	77%	147	
Hobbies	39%	62%	157	
Good nutrition, good food	55%	69%	125	

Source: AWA 2019 (Total population 14+ years)