

## The Team



*Marathon & Beyond*, a 13-year-old, international bimonthly periodical for long-distance runners, is the brainchild of editor **Richard Benyo**. His co-owner is publisher **Jan Colarusso Seeley**.

### About Rich

- Executive editor of *Runner's World* magazine from 1977 to 1984
- Author of 18 books, including *Death Valley 300*, *Running Past 50*, and his latest, *Jim Thorpe Never Slept Here*
- Runner for 30 years, including 37 marathons
- First person to run from Death Valley to the peak of Mount Whitney and back
- Corace director and board president of the Napa Valley Marathon
- Coach at Dick Beardsley's annual marathon running camp

### About Jan

- Former editor at Human Kinetics of nearly 50 books, including Tom Derderian's *Boston Marathon: The History of the World's Premier Running Event*
- Runner for 34 years; marathon and ultra-marathon finisher
- Former coeditor of *FootNotes*, the quarterly publication of the RRCA, from 1991 to 1997
- Yale graduate; holds master's degree in English from the University of Illinois
- Four-year member of the U.S. National Field Hockey Squad, 1979-1982
- Director of Dick Beardsley's annual marathon and high school running camps

### M&B columnists and frequent contributors



#### Joe Henderson

Writes "Joe's Journal" column. He also is editor of the online Running Commentary newsletter (*www.joehenderson.com*) and has written more than two dozen books.



#### Lorraine Moller

Our current On the Road columnist, Lorraine is a four-time Olympian and bronze medalist in the 1992 Olympic Marathon and a pioneer of women's distance running.



#### Hal Higdon

Contributing editor for *Runner's World*, consultant for The LaSalle Bank Chicago Marathon, and author of *Marathon: The Ultimate Training Guide* and 34 other books.



#### Roger Robinson

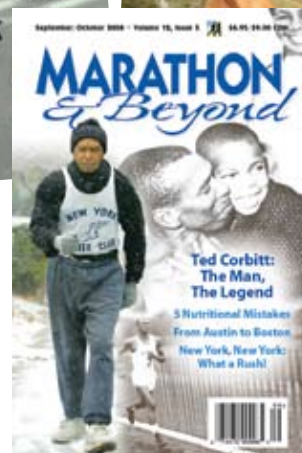
Set masters records in the Boston and New York City marathons; known internationally for his books, articles, and speeches on running, as well as award-winning literary and scholarly works.

Also featuring the photos of **Victah Sailer**, one of the world's best running photographers; and renowned freelance artist **Andy Yelenak**, who paints at least one cover of *M&B* each year.

## Stats

### 2008 highlights:

- We completed a redesign of the magazine to full-color. Starting with our January/February 2009 issue, *Marathon & Beyond* will be full-color.
- We redesigned our Web site, which includes a bookstore and supports banner and tile ads. We also launched a monthly eNewsletter, *M&B Extra*.
- We grew our circulation to nearly 8,000 worldwide. We have subscribers in every state, in every Canadian province, and in 43 countries. With a Barnes & Noble bookstore promotion planned for January to kick off our first full-color issue, our circulation will be over 11,000.
- We featured two of the most prominent running writers as columnists—Joe Henderson and Don Kardong. Four-time Olympian Lorraine Moller takes over our On the Road column in 2009.
- We increased our editorial impact with major pieces on Deena Kastor, Ryan Hall, and Ted Corbett.
- We finalized plans to produce a special edition of our magazine in 2010 to celebrate the 10th anniversary of the Oklahoma City Memorial Marathon.
- We published our first book, *Run Tall, Run Easy*, from our new book division, 42K Books.
- We worked with over 100 different marathon and ultramarathon advertisers, including Atlanta, Austin, Big Sur, Boston, Dallas, Denver, Grandma's, Napa, Ottawa, Portland, Lake Tahoe, and U.S. Air Force, to name just a few. We also had advertisers such as Brooks, Marathon Tours & Travel, New Balance, RaceReady, Rainbow Racing, SUCCEED, and Timex.
- We exhibited at many expos, including Austin, Napa, Boston, Flying Pig, Grandma's, U.S. Air Force, Chicago, Detroit, and Two Cities.
- We were sponsors of the following events: Napa Valley Marathon, Clinton Lake 30-Mile Trail Run, Howl at the Moon 8-Hour Ultra, Detroit Free Press Marathon, and Stone Steps 50K.
- We became one of five owners of Endurance Sports Media Group (ESMG), an agency that represents grassroots running and endurance sports magazines for national advertising.
- We coordinated over 70 speaking engagements through our *Marathon & Beyond* Speakers Bureau for long-distance running legends Dick Beardsley, Helen Klein, and Patti Catalano Dillon; and nationally renowned coaches Bill Wenmark and GP Pearlberg.
- We directed two Dick Beardsley high school running camps—in Iowa and Alaska—and managed the sixth edition of his annual marathon running camp in Minnesota.



## Subscribers to Reach

### Subscribers live the world over



Every *M&B* subscriber is a marathoner and/or ultrarunner (or wannabe) who runs or walks several long-distance races a year. Our subscribers range from novices to seasoned veterans and everything in between. *M&B* is an international publication, with subscribers living in every state of the United States, all provinces of Canada, over a dozen European countries, Australia, and New Zealand, as well as places like Africa, Malaysia, Hong Kong, Singapore, and Iceland. In general, our readers fit the well-documented demographic profile of runners: they are well educated, are well read, like to travel to races, and invest heavily in their gear.

- On average, *M&B* subscribers have been running for 20 years.
- They run an average of 36 miles per week.
- They run 1 marathon and 3 ultramarathons per year.
- On average, *M&B* subscribers have run 32 marathons and 7 ultramarathons.
- 68% of *M&B* subscribers keep their issues forever.
- 68% of our subscribers share their magazine with other runners.
- 36% of our subscribers are female and 64% are male.
- 28% of our U.S. subscribers reside in the west; 27% in the east; 25% in the Midwest, and 20% in the south. 8% live outside the U.S. 13% live in California.
- 93% of our subscribers are college graduates and 50% hold graduate degrees.
- 31% of our subscribers have household incomes of \$51,000 to \$100,000, while 54% earn over \$100,000.
- Our subscribers purchase an average of 5 pairs of running shoes per year.
- 68% of our subscribers buy their running shoes and apparel at specialty running stores.
- 41% of our subscribers spend \$1,000 to \$3,000 per year traveling to long-distance races, and another 16% spend \$3,000 to \$5,000. 13% of our subscribers spend more than \$5,000 per year traveling to races.

After reading these facts about our subscribers, we're sure your conclusion is the same as ours: by advertising in *Marathon & Beyond*, you reach the audience you want—serious, well-educated runners who spend what is necessary to pursue their long-distance running goals. That represents advertising dollars well spent.

## Readers Say

**Don't take it from us—listen to our readers.**

*Our subscribers live in every state of the U.S., in every Canadian province, and in 43 countries. Here's what some of them have to say about Marathon & Beyond:*

"I reinvented my approach to marathon training based on Frank Horwill's 'Simplifying the Marathon' article. Three PRs later, I am still spreading Horwill's good words to fellow marathoners. That kind of practical advice is why *M&B* is a 'must read' when it arrives." —**Michael Mallon, 2:37 PR**

"While I treasure every issue of *Marathon & Beyond*, what I value just as much are the personal extras. The *M&B* postrace party after the Grandma's Marathon was a terrific event: friendly company, fun games, great eats, and best of all was Dick Beardsley rounding off the evening with an inspirational speech. Visiting the *M&B* booth at the expos is always an enjoyable and personal experience. Your level of caring camaraderie is certainly rare in our rushed and impersonal world of today!"  
—**Leslie McClintock, charter subscriber**

"If I were stranded on a deserted island, *Marathon & Beyond* is the one magazine I'd have with me."  
—**Steve Sutphen, charter subscriber**

"It has been my good fortune to have been a contributor to *Marathon & Beyond*—doubly good, because, having been invited to write for the magazine, I have enjoyed a prospector's thrill at discovering a pure nugget. *M&B* is truly a runner's dream publication, inspired and put together by men and women who have been there, or have never left."  
—**Johnny J. Kelley (The Younger), Mystic, Connecticut**

"If someone had decided to cross *FootNotes*, *Prevention*, and *The New Yorker*, it would have resulted in *Marathon & Beyond*. Each issue is a 'keeper' in my library of running books!"  
—**Henley F. Gabeau, RRCA Executive Director, 1990–2001**

"*M&B* publishes stories about the 'classics' of ultrarunning. I have been in the sport for a long time, mostly because I was inspired by and impressed with the ultrarunners who pioneered the modern era of the sport. I appreciate *M&B* as a resource that cares about and invests in documenting the less trendy aspects of ultrarunning for those who desire a broader picture about where they fit in the sport." —**Theresa Daus-Weber, Leadville 100-mile champion**

"The accounts of the marathon experiences are so vivid that I swear my feet hurt after plowing through an entire issue! *M&B* is the only magazine I can't put down. I read it cover to cover the day it arrives." —**Dr. Blaise Aguirre, charter subscriber**

## Advertisers With Reach

### **Our advertisers—races and businesses, large and small**

Advertisers in *Marathon & Beyond* reach serious long-distance runners. With its targeted and growing readership, *M&B* is the logical place for races and running-related businesses to promote their events, services, and products. Over 125 races and businesses advertised in *M&B* in 2008.

Since our first issue in 1997, our page count has grown from 116 pages to 200 pages. We've done this while maintaining an average editorial-to-advertising ratio of 80 percent to 20 percent, rare in the magazine business. With this commitment, our readers get lots and lots to read, and every advertiser is guaranteed a premium location—no one gets lost in a sea of other advertisers.

*M&B's* advertising rates are a great bargain in the world of national running magazines. Among *M&B's* many marathon and ultramarathon advertisers are these: Adirondack, Atlanta, Austin, Big Sur, Boston, Cincinnati Flying Pig, Detroit, Disney, Fox Cities, Grandma's, Howl at the Moon 8-Hour, ING Hartford and ING Georgia, Kansas City, Lake Tahoe, Lakefront, Memphis, Napa, Ottawa, Portland, all the Rock 'n' Roll marathons, Stone Steps 50K, Sunmart Texas Trail Endurance Runs, and U.S. Air Force. Non race advertisers include Brooks, Marathon Tours & Travel, New Balance, RaceReady, Rainbow Racing, SUCCEED, Timex, ZombieRunner.com, and many others.

As illustrated in the abbreviated list of advertisers above, races and running-related businesses of all sizes and locales have decided that *Marathon & Beyond* is *the* place they need to be to reach their target audience.



## Advertisers Say

**Don't take it from us—listen to our advertisers.**

*Here are comments from a few of the nearly 130 advertisers who promote their races and products in the pages of Marathon & Beyond:*

“Advertising in *M&B* has been an important part of our overall plan to reach athletes likely to run (and race) the Boston Marathon. Our organization and ‘main’ event place high regard on our sport’s history, personalities, pioneer efforts, and traditions, as well as its trends. *Marathon & Beyond* seeks to communicate, educate, and inform a similar message in a readable yet leisurely style.”

—**Guy L. Morse, III, B.A.A. Boston Marathon Executive Director**

“In so many ways, *Marathon & Beyond* embodies the spirit of marathons and running. The sport of running represents the core essence and heritage of our brand, so we believe it is very important to stay in front of the dedicated running consumer who reads this publication. Visibility within *Marathon & Beyond* goes hand in hand with protecting and nurturing our brand equity.”

—**David Shelbourne, Elite Business Manager, New Balance Athletic Shoe, Inc.**

“Advertising in *M&B* took our young event and gave us a real national and international field. I’m quite convinced that we would have had a cute little race with an all-Maine field without our successful ads in *M&B*.”

—**Gary Allen, Mount Desert Island Marathon race director**

“People who run marathons read *Marathon & Beyond* cover to cover. We use *M&B* to reach these serious runners. It is the most targeted and effective publication for communicating with long-distance runners.”

—**Beth Shluger, ING Hartford Marathon race director**

“*Marathon & Beyond* is the most comprehensive long-distance magazine ever published. The scope of its commentary, research, and reporting is informative, interesting, and timeless. It is based on facts and not guesswork and fluff; it pays attention to detail. I really look forward to every new edition.”

—**Les Smith, Portland Marathon race director**

“Advertising in *Marathon & Beyond* is an extremely effective way to reach audiences that are interested in the sport of long-distance running. It is a pleasure to work with a company that is so dedicated to providing quality information and to promoting running events all over the world.”

—**Scott Keenan, Grandma’s Marathon race director**

“The Sunmart Texas Trail Endurance Runs advertises in *Marathon & Beyond* because it’s a marriage made in heaven. Your publication has a discerning readership, and we’re looking for discerning ultramarathoners. What more can you ask for?”

—**Paul Baltutis, Sunmart Publicist**

“If you market your products to serious runners, those serious runners will market them for you to all those other runners out there. Serious, informed runners read *Marathon & Beyond*.”

—**Mary Button & Gerry Hans, Co-Owners of RaceReady and avid runners**

## 2008 Advertisers

### Races

3M Half-Marathon	Denver Marathon	Kansas City Marathon	Rock 'n' Roll Arizona Marathon
24-Hour Around the Lake Ultra	Deseret Morning News Marathon	Knoxville Marathon	Rock 'n' Roll San Antonio Marathon
Adirondack Marathon	Des Moines Marathon	Lakefront Marathon	Rock 'n' Roll San Diego Marathon
Athens Marathon	Detroit Free Press Marathon	Lake Mingo Trail Run	Rock 'n' Roll Seattle Marathon
Atlanta Marathon	Dick Beardsley Half-Marathon	Lake Tahoe Marathon	Route 66 Marathon
Austin Marathon	Dick's Sporting Goods Pittsburgh Marathon	Leading Ladies' Marathon	St. Jude Memphis Marathon Weekend
Avenue of the Giants Marathon	Disney World Half-Marathon	Little Rock Marathon	Santa Clarita Marathon
B.A.A. Boston Marathon	Disney World Marathon	Lost Dutchman Marathon	Sarasota Marathon
Bass Pro Outdoor Fitness Festival	Door County Half-Marathon	Mad City 100K	Siberian Trail Run
Bayshore Marathon	Eugene Marathon	Madison Marathon	Space Coast Marathon
Big Sur Half-Marathon	Fargo Marathon	Mardi Gras Marathon	Stone Steps 50K
Big Sur International Marathon	First Light Marathon	Mercedes Marathon	SunBurst Marathon
Boulder Marathon	Fox Cities Marathon	Miracle Match Marathon	Sunnart Texas Trail Endurance Runs
Budapest Marathon	Garry Bjorklund Half- Marathon	Missoula Marathon	The Ultracentric Experience
Buffalo Marathon	Gasparilla Distance Classic	Mt. Goat Hill Runs	Top of Utah Marathon
Cayman Islands Marathon	Ghost Town 38.5	Napa Valley Marathon	Tucson Marathon
Cellcom Green Bay Marathon	Go! St. Louis Marathon Weekend	New Jersey Marathon	Two Cities Marathon
Charlotte's Thunder Road Marathon	Gore-Tex TransRockies Run	Niagara Falls International Marathon	Tussey mOUntaiNBACK 50-Mile Relay and Ultramarathon
Cincinnati Flying Pig Marathon	Grand Island Trail Marathon	North Country Trail Run Marathon	Tybee Marathon
City of Oaks Marathon	Grandma's Marathon	Oklahoma City Memorial Marathon	U.S. Air Force Marathon
Cleveland Marathon	Hatfield-McCoy Marathon	Olathe Marathon	Walker North Country Marathon Races
Clinton Lake 30-Mile Trail Run	Howl at the Moon 8-Hour	Ottawa Marathon	Waterloo Marathon
Country Music Marathon	Illinois Marathon	Paavo Nurmi Marathon	Wild, Wild Wilderness Trail Run
Dallas White Rock Marathon	Indianapolis Marathon	Pikes Peak Marathon	Wyoming Marathon Races
Delaware Marathon	ING Amsterdam Marathon	Portland Marathon	
	ING Georgia Marathon	Prince of Wales International Marathon	
	ING Hartford Marathon	Reggae Marathon	

### Businesses

Adidas	Joints in Motion Marathon Team	RRCA Convention	Women on the Move Conference & Retreat
BodiBeat by Yamaha	MarathonFoto.com	RaceReady Sportswear	University of Nebraska: <i>Personal Record</i> by Rachel Toor
Brooks	MarathonGuide.com	Races2Remember LLC	ZombieRunner.com
<i>Death Valley 300</i>	Marathon Tours & Travel	Rainbow Racing	
Dick Beardsley Foundation	Masters of Design	Road Race Management	
Dick Beardsley Marathon Running Camp	MedalMemories.com	SUCCEED	
Headsweats	MyMarathonMap.com	Timex	
Human Kinetics	New Balance	Utah Ultrarunning Camp	
		VESPA Power Products	

## Web site Advertising

Placing a banner or tile ad on our Web site is another great way to reach your target audience. Web ads can be bundled with space ad purchases in our magazine or purchased separately.

### Web ad rates

Banner ads: \$250 per month

Tile ads: \$100 per month

### Web ad specs

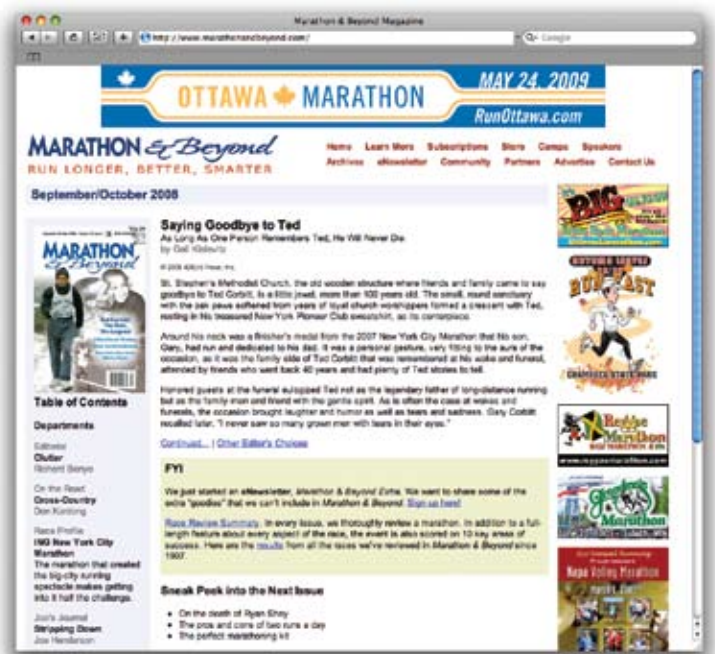
Ad sizes: banner (728 pixels wide × 90 pixels tall);  
tile ads (160 pixels wide × 90 pixels tall)

File formats: JPEG, GIF or SWF (Flash).

Please do not send pdfs or Word documents.

File sizes: no larger than 40K

To view current banner and tile ads on our Web site, visit [www.marathonandbeyond.com](http://www.marathonandbeyond.com).



## Marathon & Beyond Goes Full-Color

Starting in 2009, *Marathon & Beyond* will be full-color. We've created a new full-color design that preserves the best parts of our former two-color format with new elements that celebrate our foray into all color. Take a look at our new design.



With mixed feelings about Beijing, I wasn't so sure I would get up to Olympic prospects this year. I had been to China the year before on vacation with my sister-in-law, who is Chinese, and our daughters. It is a fascinating place, but it was filthy hot and I could not imagine how anyone in his right mind would want to be outdoors, let alone run a marathon. I also had the communist patriarchy a little oppressive to my libertarian sensibilities. It didn't help when the police took me to the station for failing to register as a foreigner within 24 hours of arrival (someone plugged on me), when I had to write with the help of my sister-in-law

## Frequently Asked Questions

### What is *Marathon & Beyond*?

*Marathon & Beyond* (*M&B*) is a 13-year-old, bimonthly magazine tailored specifically for marathoners and ultrarunners. It is edited and published by former *Runner's World* executive editor Richard Benyo and former *FootNotes* coeditor and Human Kinetics editor Jan Colarusso Seeley. *M&B* is published by 42K(+) Press, Inc., based in Champaign, Illinois.

### What is *M&B's* mission?

*Marathon & Beyond* is designed to provide practical advice on running or preparing to run marathons and ultradistances. *M&B* includes complete training programs; easy-to-apply, cutting-edge scientific information; insightful examinations of the personal side of longer distance running; profiles of major marathons and ultramarathons; and regular columns focusing on specific aspects of running. The magazine also provides readers with a forum for sharing ideas, insights, questions, experiences, and concerns. *M&B* reaffirms the spirit of community, tradition, and collective experience. Marathoners, ultramarathoners, and those who want to become marathoners or ultramarathoners will enjoy the presentation of the important and useful information contained in each issue.

### How is *M&B* different from *Runner's World* or *Running Times*?

*Runner's World* (a glossy magazine published 12 times a year) includes content for a broad range of runners—from track and field athletes and 5K and 10K athletes to multisport athletes and long-distance runners. *Runner's World* covers races of every distance up to the marathon. It appeals to

novice runners or those competing in shorter events. In *Runner's World*, you'll also find product and shoe reviews, extensive race calendar listings, and race reports. *Running Times* (a glossy magazine published 10 times a year) is pitched at more serious runners than *Runner's World*. It also covers a wide range of running events, but focuses exclusively on road events from 5K to the marathon distance. As in *Runner's World*, you'll also find product and shoe reviews, extensive race calendar listings, and race reports in *Running Times*. *Marathon & Beyond* offers focused content: every article relates to marathons and ultramarathons—training information, nutrition, race strategies, history, and so on. You won't find articles like "10 Ways to a Faster 10K" or "5 Ways to Flatter Abs." *M&B* appeals to first-time and veteran long-distance runners. The magazine offers in-depth marathon profiles, complete training programs, exotic destination race accounts, rich historical perspectives, and the latest in running science. Most articles in other running magazines are 3 to 4 pages (500 to 1,500 words); *Marathon & Beyond* articles run as long as they need to (sometimes 15 or 20 pages).

### What is in a typical issue of *M&B*?

*Marathon & Beyond* (usually 200 pages per issue) offers a number of regular features:

- **My Most Unforgettable Marathon (or Ultramarathon)**—accomplished runners describe their most memorable race and share what they learned
- **Marathon Profile**—a "soup to nuts" profile: race history, what to expect on the course, what sights to see (and avoid) in the race city, where to stay, course record holders, and additional information about the race

- **On the Road**—noted running scribes share observations and opinions about long-distance running. “On the Road” columnists have included Scott Douglas, Joe Henderson, Don Kardong, Joe LeMay, Barry Lewis, Ellen McCurtin, Roger Robinson, and Kathrine Switzer. Lorraine Moller will write the column starting in 2009.
- **Joe’s Journal**—column by Joe Henderson, running writer guru and author of over two dozen books
- **On the Mark**—our panel of experts answers readers’ running questions

In addition to our regular departments and columns, you will find at least a dozen full-length feature stories in each issue. About once per year, an issue will contain a special section—a cluster of articles on one particular topic. Previous special sections have covered such topics as Death Valley, the search for the perfect marathon, the Western States 100, masters running, sports medicine, and the Antarctica Marathon.

### What won’t I find in *M&B*?

You won’t find reviews of shoes, apparel, or equipment or lists of upcoming races or race reports. We think such material is important, but other magazines and many Internet sites do a fine job of providing this material already. Because *M&B* focuses on long-distance running, readers won’t have to wade through pages and pages of articles for casual runners before finding an article for marathoners and ultrarunners. It’s our goal to go beyond what other running magazines are doing—to provide extensive coverage of topics that are unique to long-distance running.

### Who writes for *M&B*?

All the writers in *M&B* are runners (some also happen to be professional journalists), coaches, or scientists. Members of *M&B*’s science advisory board—some of the top researchers in the world in the science of running—are frequent contributors. Our writers have included a former Olympic marathoner, an elder statesman of the Boston Marathon, and many others who know the rewards and challenges of long-distance running.

### Why doesn’t *M&B* look like a typical magazine?

Many people are surprised the first time they see *M&B* because it doesn’t look like a typical magazine. *Marathon & Beyond* looks like a book but *is* a magazine. We wanted *M&B* to be sturdy and have shelf presence, like a paperback book that you’ll want to add to your running library and refer to again and again. Our readers tell us often that *M&B* is a “read and save” magazine, not a “read and throw away” magazine. We strive to publish timeless articles; the magazine’s 6 × 9 paperback book format helps preserve these classics forever. *M&B* will inspire long-distance runners to *run longer, better, smarter*.

### *Marathon & Beyond* also has a Speakers Bureau featuring . . .



**Helen Klein**  
*Ultrarunning legend*



**Bill Wenmark**  
*Coach extraordinaire*



**Patti Catalano Dillon**  
*Former American  
and world record  
holder*



**Coach GP Pearlberg**  
*Coaching and  
biomechanics expert,  
author*

If you are interested in booking Helen, Patti, GP, or Bill as a speaker, e-mail Jan Seeley at [jan@marathonandbeyond.com](mailto:jan@marathonandbeyond.com) or call her at 877/972-4230 (toll free) or 217/369-8553.