

A man in a black tank top and dark shorts is running on a paved path along a river. He is wearing blue headphones and a smartwatch. The background features a large bridge with a white, arched roof and city buildings under a bright, hazy sky. The sun is low on the horizon, creating a lens flare effect.

RUNNER'S

WORLD

FOREVER MOVING

FORWARD

HEARST

“

Runner's World has been supporting runners for 30 years and is at the heart of a large and diverse running community. Across all platforms, our mission is to guide runners of all ages and levels delivering advice, inspiration and a deep feeling of community.

Running is a truly transformative activity, and hearing how we've made a difference, however small, to people's lives, is what we live for as a brand.

”



Andy Dixon
Editor-in-Chief



BRAND

OVERVIEW

Runner's World

The world's biggest running media brand and established for 30 years in the UK, Runner's World has the history, credibility, quality and expertise runners know they can trust and won't find anywhere else.

We offer expert advice on training, nutrition, health, injury prevention, gear and races, as well as inspirational stories about how running has transformed people's lives.

HEARST

BRAND ECOSYSTEM

DIGITAL

From training plans to the best advice on health, nutrition and gear, Runner's World is there to support everyone from beginners to seasoned runners.

PRINT

Runner's World inspires with engaging features and case studies about people who have transformed their lives through running. The go-to source for running performance.

E-COMMERCE

RW is a highly trusted source of advice, and combined with our data and insight, this translates into strong e-commerce sales for our partners.

LICENSING & ACCREDITATION

As one of the most trusted brands in media, our endorsement carries huge weight with consumers. Tried and tested by expert reviewers, we help runners to buy with confidence – from tech to shoes and apparel.

EXPERIENTIAL

Runner's World has the power to deliver communities from meet-ups to major events.

SOCIAL

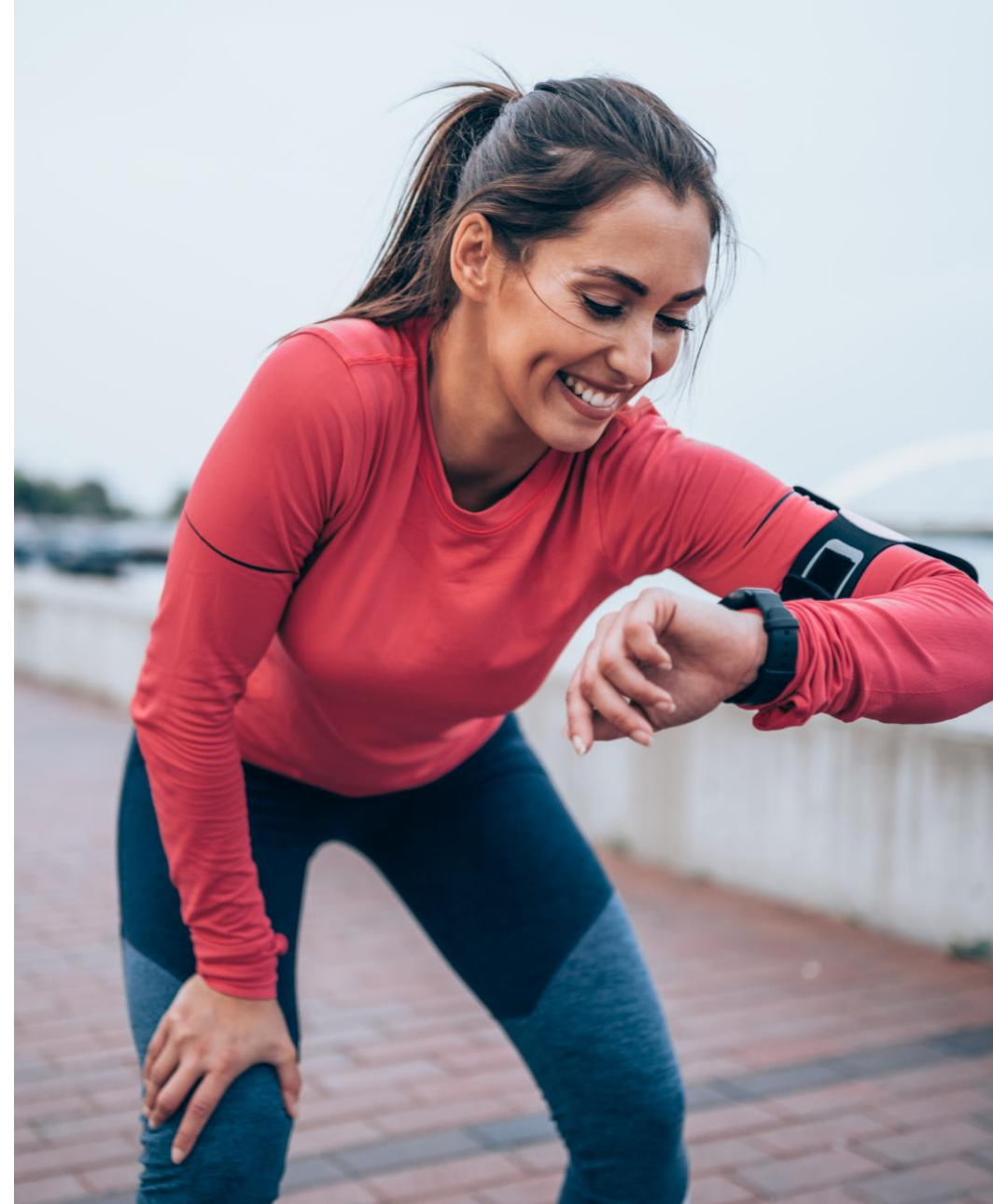
With 545.9K social followers, Runner's World has an engaged audience across all key platforms.



HEARST

KEY NUMBERS

838k	Unique Users	DIGITAL
1.6m	Page Views	
25-54	Core Age Group	
1.9m	Global Monthly Users (GA)	
35% / 78%	AB / ABC1 profile	
545.9k	Social Followers	SOCIAL
166k	Instagram followers	
268k	Facebook followers	
107.3k	Twitter followers	
42,113	Circulation	PRINT
186k	Readership	
37% / 76%	AB / ABC1 profile	

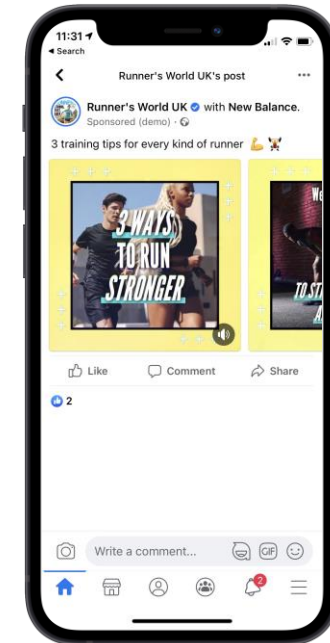
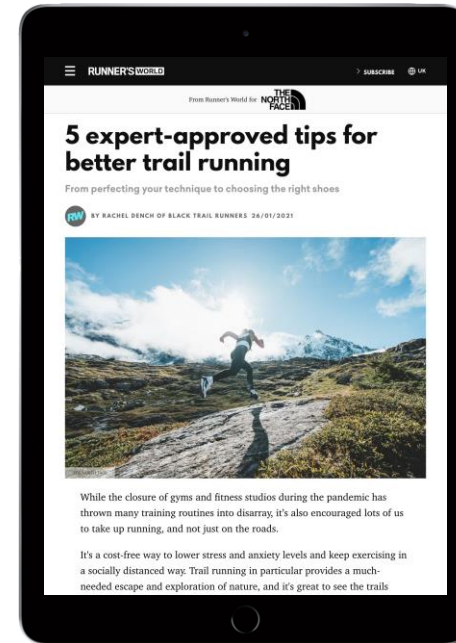
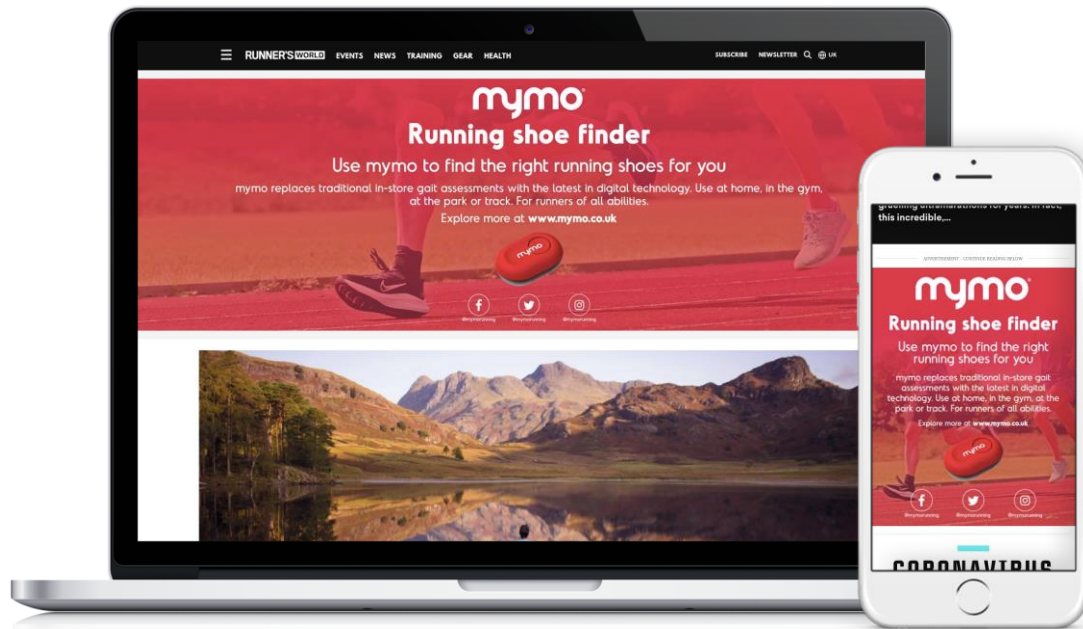


PRINT SOURCES: Total ABC Audits Dec 2022 / PAMCO January 2022 – December 2022 (Nov '22 Ipsos Iris data) **SOCIAL SOURCES:** Hearst Social Media Tracking May 2023 (Facebook number: June 2023)

DIGITAL SOURCES: IPSOS IRIS/UKOM (UK eyeballs on UK & US sites) May 2023 / GOOGLE ANALYTICS April 2023

HEARST

SAMPLE DIGITAL AD FORMATS





EDITORIAL HIGHLIGHTS

RECLAIM YOUR RUN

RUNNING IS FOR EVERYBODY

MENTAL HEALTH/POSITIVITY

GEAR REVIEWS



RECLAIM YOUR RUN

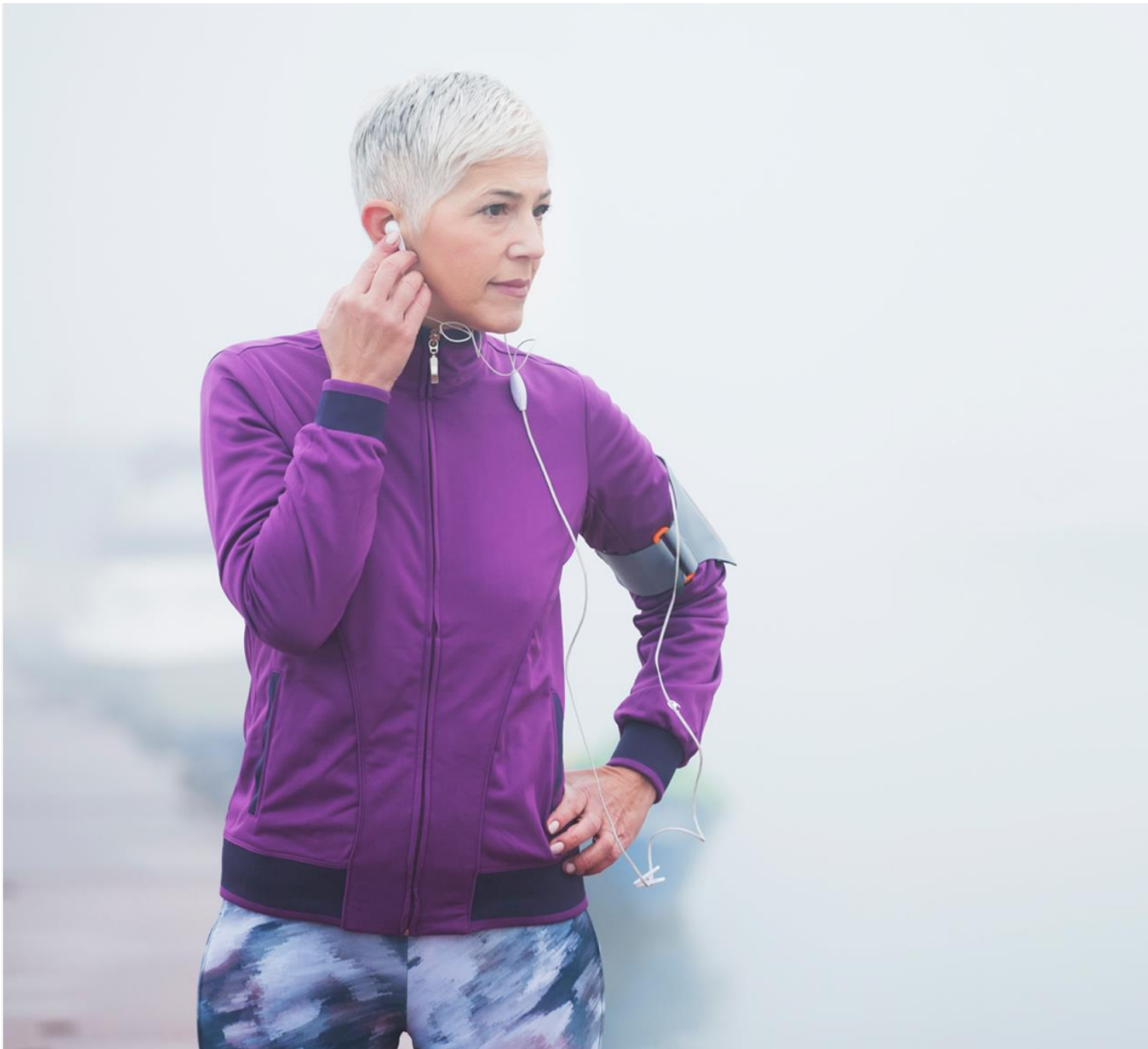
An initiative designed to raise awareness about the harassment and endangerment women experience while running. We aim to unite and connect running communities to stand together and take action.

RUNNING IS FOR

EVERYBODY

We want to focus on a more inclusive and body positive community for runners. We want to share the stories of diverse runners and champion the many health benefits running can bring whatever your start point. Running is for everyone and Runner's World is for every runner.

HEARST



MENTAL HEALTH /

POSITIVITY

Runner's World understands the incredible benefits of running for your mental health and of encouraging a balanced view on health. We will be focusing on supporting our audience and encouraging more people to experience the uplifting effects themselves first-hand.

GEAR REVIEWS

From our bi-annual shoe guides to the latest innovations in equipment and tech, Runner's World tests the latest kit to improve your performance. Products are tested by runners for runners. Our seal of approval is the ultimate endorsement for any brand and can drive directly through to sales.

HEARST

EDITORIAL CALENDAR 2023

FEBRUARY	Winter Gear Guide, 2023 Calendar Supplement
MARCH	Running and Pregnancy, Fit At Any Age
APRIL	Running vs Alzheimer's, Eco-Friendly Shoes
MAY	Spring/Summer Shoe Guide, Last-Minute Marathon Tips, 100 Best Races in the World
JUNE	Running and Menopause
JULY/ AUGUST	Mental Health issue, Adventure Special
SEPTEMBER	30th Anniversary Special Issue, RW State of Running Survey
OCTOBER	Heroes of Running Awards
NOVEMBER	Autumn/Winter Shoe Guide
DECEMBER/JAN	Gear of the Year Awards



H E A R S T

HEARST.CO.UK