

BEGINNER TRIATHLETE

MEDIA ADVERTISING KIT

WHO WE ARE

- ❖ We are a triathlete community that comes together through support, encouragement, planning, logging and goal achievement.
- ❖ Our website offers excellent opportunities to connect through reading articles, expressing opinions and supporting each other in community forums, and reviewing gear and other athletic merchandise for both beginner and trained athletes. Our athletes return to the site daily to log their training.
- ❖ BeginnerTriathlete.com offers an international race calendar and athlete Q&A forums. Athletes can log their training activity, upload from devices and document race performance through our training log.

<http://www.beginnertriathlete.com/>

TESTIMONIALS

“The training program was great. I just finished my first race yesterday. I thoroughly enjoyed it, well not necessarily the run but overall it was a fabulous experience. Thank you and BeginnerTriathlete.com for my completion and success.”

“I just thought I’d drop a line. Having only taken up the sport 18 months ago I picked up a slot for the Australian team in this year’s age group world champs, but am currently deployed overseas. The articles/videos are good, relevant and really assisting me training remotely. Best site I’ve found on the web.”

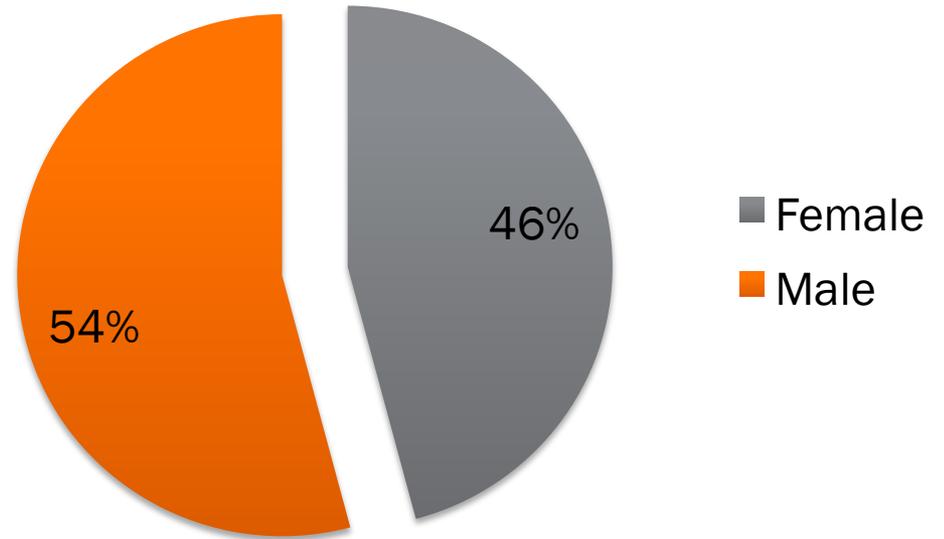
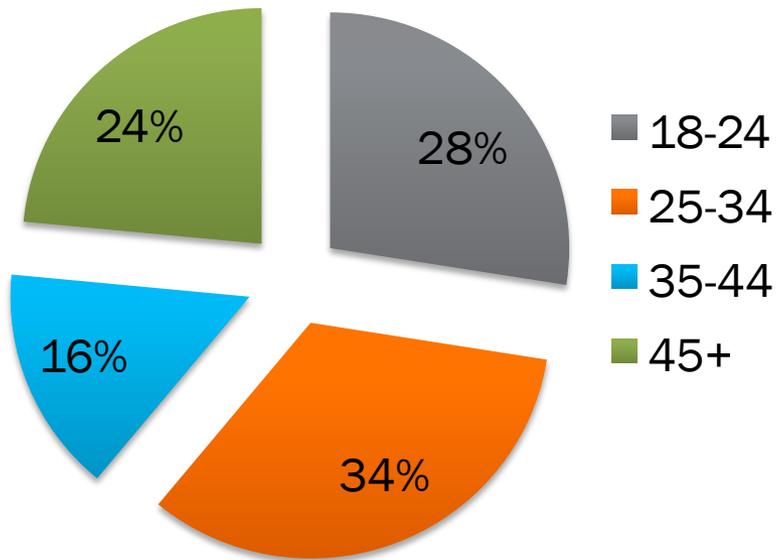
“I used to be a blob – now I love doing triathlons! And I just want to send thanks for everyone who works/contributes to BT! I’m having the best season ever! I just LOVE LOVE LOVE BT. Thanks so much for a great site! Cheers!”

OUR WEB TRAFFIC AND CIRCULATION

- ❖ 400,000 visits per month
- ❖ 1.3 million page views per month
- ❖ 10 new edited and curated articles per month
- ❖ Reaching athletes in more than 200 countries



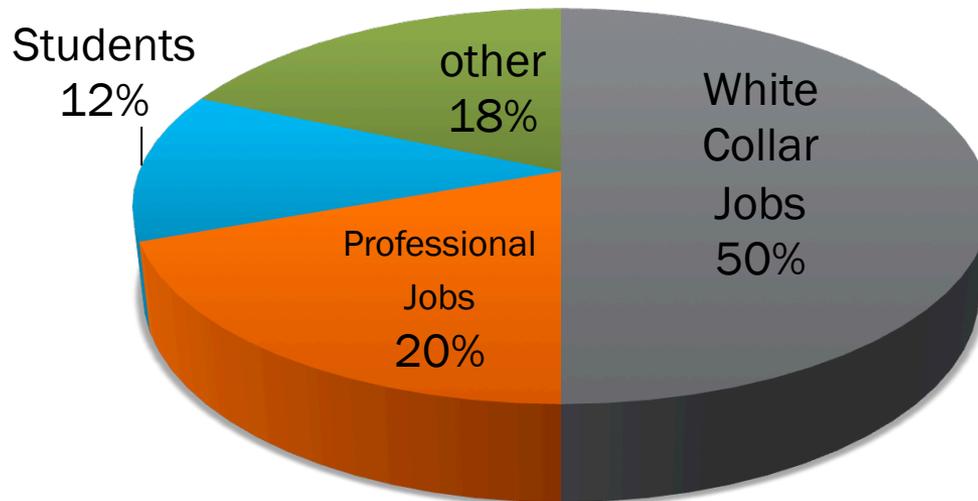
AUDIENCE DEMOGRAPHICS



TRIATHLETE TRAITS

Median annual income of \$126,000

*45% would rather spend discretionary income
on triathlete events and products*



“Studies show that the triathlete community is growing, vibrant, and passionate. Triathletes exhibit “tribal” traits such as fierce loyalty, dedication, enthusiasm, and a burning desire to see their sport succeed.”

– Mind of the Triathlete 2009 Study

ADVERTISING RATES

PER STATE OR NON-U.S. COUNTRY

State specific, your banner will be geo-targeted across the site including these areas (Homepage placement is excluded):

- ◆ Forums
- ◆ Articles
- ◆ Training Logs
- ◆ Race Listings

728x90 Horizontal Banner per State

3 Months	6 Months	1 Year
\$125/month	\$100/month	\$75/month

300x250 Vertical Banner per State

3 Months	6 Months	1 Year
\$100/month	\$75/month	\$50/month

Multistate Discounts!

- 1 state - Rates as above
- 2 states - 5% off total
- 3 states - 10% off total
- 4 states - 15% off total
- 5 + states - 20% off total

CONTACT INFO

Interested in advertising on
BeginnerTriathlete.com?

Contact Alice Foeller at
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