



**trainingworld**

Free Training Plans : Free Training Logs : Event Entry



# ADVERTISERS PACK

*We're with you every step of the way*



### Who is this pack for?

Any advertiser that needs to directly reach people who are 100% interested in sports such as running, swimming, cycling, triathlons, duathlons, trail running; from beginners to more experienced race entrants.

### Who are we?

**Active Training World** is one of the UK's fastest growing online event entry websites. ATW also organise their own events and training days so we fully understands the audience.

This means we are able to produce content that attracts new visitors (our new visitor rate is currently over 54%\*), as well as content that give our existing visitors reason to return to us often.

This also means our visitors find our content useful and they stay on the site for an average of 2m 34sec (Aug 2014)

# Advertisers Pack

## Why advertise with Active Training World (ATW)?

**Active Training World** was only launched in 2011 but has already reached impressive visitor numbers due to its non-sales approach to providing an event entry online site to thousands of race entrants. We provide free training plans written and endorsed by Elite and Olympic athletes. We also offer a free training log for all our members. Plus, sports advice, news and interviews with GB athletes keep the website fresh and exciting.

*We attract sports people throughout the UK that compete in **running, swimming, triathlon and cycling events.***

These are both experienced runners and beginners. In summary, everyone that visits our site is interested in sport.

## Visitor Demographics\*

- 10,500 members (over 500 joining each month)
- 11,000 athletes receive our newsletter each week
- 6,000+ monthly unique visitors
- 23,000 monthly page views
- 2m 34 secs average visitor duration
- 2.61 pages viewed per visit
- 54% new visitors
- Average age is 39
- Male / Female split is 76%/24%
- 1,750+ Twitter followers
- 1,350+ Facebook followers

\*correct as at 31 August 2014

## Premium Positioning

We have 3 ad placements in prime positions above the fold ensuring they are seen by all visitors to the site.

- **Header banner 468x60**
- **Right-hand box 250x250**
- **Top of page banner 468x60**

These 3 premium ad placements have run of site ensuring visitors see the advert regardless of which page they are viewing.

Other advert options

We have two further advert options which allow you to be more targeted towards your audience.



- **Targeted content box 250x250.**

Insertions are placed next to training plans and news articles for specific sports: Running, cycling, Triathlon, Swimming, Tennis, Fitness, Nutrition or Sports Psychology (contact us for the statistics for specific content)

- **Newsletter options.**

Sponsor a specific newsletter segmented by topic or location

## Advertising rates

We offer a simple flat rate of £100 per month or a cost per thousand page views. Whichever rate suits you, please contact us for further details.

## Placement

To ensure the site does not become cluttered and so providing you with a cleaner site for your adverts we restrict our ad options to three high visibility placements. Whichever placement you choose, you'll be given exclusivity of that slot for your chosen period (minimum one month) Plus there's an option to target a specific training plan page or sponsor our weekly newsletter

- 1. Header banner 468x60:** this is a premium ad position and appears on every page
- 2. Right-hand Box 250x250:** a high visibility advertising box which appears in the right-hand side menu above the fold and is placed above our popular event finder tool
- 3. Top of page banner 468x60:** a premium position that appears at the top of every page
- 4. Targeted content box 250x250:** allows the advertiser to target a specific audience: Running, Cycling, Triathlon, Swimming, Tennis, Fitness, Nutrition or Sports Psychology (contact us for the statistics for specific content)
- 5. Newsletter sponsorship.** Our newsletters can be segmented by topic or location

## Minimum Order

The minimum order is 10,000 advert impressions or £100 for a calendar month residency advert that will appear permanently on every page of the website. Further discounts are offered for advertisers that sign up for longer periods.

## Payment

- We will provide you with a monthly statement so that you can easily assess your return-on-investment
- We offer a discount for advertisers that wish to sign up for longer periods. Please email us to discuss further.

### To view the ad placements:

To view the header banner, top of page banner and right-hand side box, visit

[www.activetrainingworld.co.uk](http://www.activetrainingworld.co.uk)

To view our newsletter, click on the link in this page. Please contact us to discuss the sponsorship options

[www.activetrainingworld.co.uk/newsletter\\_sign\\_up](http://www.activetrainingworld.co.uk/newsletter_sign_up)

## Customer Testimonials

***“We host a triathlon every May and this year we switched the online entries to ATW. For the first time in the race’s history the event started at full capacity thanks to the effective marketing they provide”***

Chris Morris – TriForce Triathlon Club

***“ATW worked with us to increase our event capacity by 100 places. We also used their free email service to send out our race pack and the results. We have already agreed to use them again next year”***

Martin Bateman – Hillingdon Athletic Club



### Flexible working

Our aim is to make your adverts work for you. We can be flexible to your needs. If you would like to discuss your individual requirements with us via phone or face-to-face then please don't hesitate to get in touch.

Contact us To discuss your advertising requirements please contact us:

[info@activetrainingworld.co.uk](mailto:info@activetrainingworld.co.uk)

# [www.activetrainingworld.co.uk](http://www.activetrainingworld.co.uk)