

The Running Series

FEBRUARY 21 – APRIL 25



10 weeks in Globe Life
and Globeandmail.com

Every Monday beginning February 21 and culminating on April 25, Globe Life and Globeandmail.com will give its readers an in-depth look at training for a marathon.

The series, designed to appeal to both first time and experienced marathon runners, will focus on expert advice, training tips and other insights from trainers, to health experts, and more.

Running in our Globe Life Health and Fitness pages on Mondays, the features may include

- The best marathon equipment
- Racing with your kids
- Destination running
- Hill training

The series will be a 10 week training program for weekend-warrior marathoners.

As well as the print series, an extensive “runners hub” on globeandmail.com will offer new content, full training programs, live chats with trainers and running coaches and more.

Globe Life

SPACE IS LIMITED, SO PLEASE CONTACT YOUR GLOBE AND MAIL
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Globe Life

The Running Series

PRINT PLAN

We'll have a dedicated Running page every Monday with the following elements:

- Expert advice: Coach Jenny Hadfield, a columnist for Women's Running and Runnersworld.com, will answer reader questions on training, performance, injuries and more. (weekly)
- Gear: Regular reviews of the latest running gear.
- Features: Articles on how to improve, prevent injury and the culture of running (rotating)
- Power Crunch: The training regimen of notables who run. (rotating)
- Jockology: The science of running (rotating)
- My Playlist: Celeb runners reveal what they run to (weekly)

PRINT RATES

1/2 page colour	\$20,000 net
1/4 page colour	\$12,000 net
Colour strip (10x47)	\$7,500 net

ONLINE PLAN

We'll have a dedicated Running hub with the following elements:

- Training programs for 10K, half-marathon, marathon
- Videos
- Archived expert advice and chats from John Stanton (Running Room), Jenny Hadfield, Leslie Beck and more.
- Articles on gear, improving performance, avoiding injury and running culture.
- Maps showing running routes (dependent on new features rollout)
- Promotion in newsletter

ONLINE PRICING:

300,000 page views per 10 week period. Page domination includes: LB, big box and earlug. \$20,000 one advertiser exclusive.

TENTATIVE FEATURES SCHEDULE

WEEK 1: GETTING STARTED

- Winter running. Training tips and gear recommendations based on where you live: Vancouver, Calgary, Toronto, Montreal, Halifax
- The race calendar: Key Canadian races (5K/10K and marathon) this year, plus the six races (Canada, North America, world) worth making trip for

WEEK 2: GEAR

- Jockology: How much can a running shoe improve my performance?
- Running shoes gear guide, w/ sidebar on how to pick the right shoe
- Five coaches reveal their necessary accessories

WEEK 3: NUTRITION

- Power foods and nutritional advice tailored to your fitness level, age and body type
- Power Crunch: A celeb runner in this year's Harry's Run.

WEEK 4: TRAINING

- Renegade training: cumulative fatigue, running twice a day and other innovative training regimens elite runners are following – and how you can incorporate them into your busy schedule.

WEEK 5

- Corporate running teams

WEEK 6: INJURY PREVENTION AND TREATMENT

- Most common injuries - how to treat them, when to push through the pain, when to rest, how to avoid them in the first place
- Jockology: The science of the gait – what's the perfect running stride for performance and injury prevention? Does it differ based on sex, body type and age?

WEEK 7: MOTIVATION

- The mental game: What's your motivational personality and how do you make it work for your running?
- My running mantra

WEEK 8

- Sprinters: the 40 year old recreational sprinter?
- 5K/10K v. marathon

WEEK 9

- Power Crunch: A celeb runner in this year's Harry's Run
- Running romances: Racing to pick up.

WEEK 10

- Wrap-up

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