



*Freeplay*  
**Endurance Sports Magazine for Women**



### Palms Desert, California

Over 30,000 women and men visit freeplaymagazine.com each issue to browse the online version of the magazine, see race day photography, read athlete interviews, and other related stories.



*"It's a refreshing change of pace. Freeplay magazine documents the stories behind fantastic endurance athletes"*  
- Jono Coulter Team Director Vanderkitten Racing

# introduction

With each issue we inspire our readers with a fabulous mix of endurance sports action, stories about leading ladies in the industry and fashion news.

Over 30,000 women and men visit freeplaymagazine.com each issue to browse the online version of the magazine, see race day photography, read athlete interviews, and other related stories.

Our magazine is created by a team of writers who are actively involved in endurance sports as athletes and industry professionals.

Freeplay magazine is the perfect platform to reach the growing women's market in running, cycling, and triathlons.

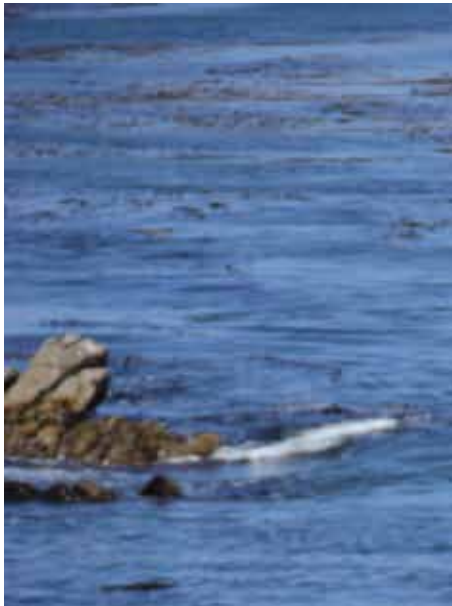




# site traffic

Freeplay magazine interacts with women who are actively participating in endurance sports as well as those who looking to begin their journey.

- Digital Magazine Views 15,000
- e-subscribers 4,000
- Print Circulation 20,000





# FPM *freeplay*

Women's Endurance Sport Magazine

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**Believe I Am**  
Laura Tackman & Rosalyn McGehee

**SARA FETTE**  
Bridging the Gap

**Katerina Nash**  
Growing up an Olympian

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**FOLLOW OUR ADVENTURES**

JANUARY – FEBRUARY PARTNERS

Folsom Bike  
Iron Girl  
Life of a Triathlete



**Freeplay Magazine**  
October 27

800 meter specialist and Sacramento State standout, Renisha Robinson, placed top 10 on the 6k course today at Ancil Hoffman!

Likes 2012

**Dirty Jane .com**

Cannondale Women's   Caroline Steffen   Dirty Jane

+47

**Freeplay Magazine**  
October 27

Olympic Trials marathon runner, Lindsay Tollefson, had a strong showing at today's cross country meet at Ancil Hoffman Park. Tollefson, also of the Sacramento Running Association Elite team, crossed the line in third.

# 360 degree engagement

Freeplay magazine creates an interactive dialogue with its tech-savvy customers through Facebook, Twitter, Pineterst, and our web-site.

**Kristy Hill** @KristyH5 18 Nov  
RT @Freeplay\_Mag: Kaitlin Gregg (@runnerKG) New Balance Silicon Valley @nbsiliconvalley finished strong in 4th place... fb.me /2k47xwTcq  
Expand

**Kaitlin Gregg** @runnerKG 15 Nov  
@Freeplay\_Mag we'll be slipping and sliding through Golden Gate Park! Time to break out the @NBRunning xc spikes! #rain #SF #XC  
View conversation

**Nicola Cranmer** @nicolacranmer 2 Nov  
@Freeplay\_Mag sweet! That's awesome!!! I will check it out!!!  
View conversation

**Jessica Smith** @jesssmithri 27 Oct  
6hrs left to get you @saucony freebies!!! Enter on the @Freeplay\_Mag FB pg post abt @haileyaurora & @jesssmithri facebook.com/freeplaymagazi...  
Expand

**Hailey Manning** @haileyaurora 26 Oct  
win some! " @Freeplay\_Mag: The @SOAS\_Racing & @saucony Racing give-away ends Saturday at midnight PST! Freeplay is... fb.me/27CnMidp9"  
Expand



# EVERY GIRL HAS AN IRON CORE

Iron Girl empowers you to discover a personal best, embrace your strength and celebrate your accomplishment in a supportive community of women that will cheer you on. The race is what you make it - whether your first or 100th. There is a place for you at Iron Girl. Make the Iron Girl race your chance to connect with your iron core. Visit [www.IronGirl.com](http://www.IronGirl.com) to find an event near you.



# advertising opportunities

## Print and Digital Editions

Freeplay magazine is the only endurance sport magazine dedicated to women.

- Amazing Brand exposure
- Impactful advertising format with low ad to content ratio and no market place section
- Click-able hyper-linked ads in the digital edition
- Click-able advertiser links on the Freeplay magazine sidebar

Each coveted issue is packed with images from photo-shoots, race photography, fashion features and the hottest endurance sports buys for the upcoming season.

Freeplay magazine's print and digital issues are distributed to 30,000 people, providing the perfect platform for advertising to the female endurance sport market.





A woman with her hair in a ponytail, wearing white sunglasses and a white athletic top with pink accents, is sitting on the ground. She is focused on tying her bright yellow and pink running shoes. She is wearing a black watch on her left wrist. The background is a dark, textured wall.

# freeplay magazine

## advertising team

We look forward to helping you craft the perfect solution for your brand.

Please contact:

Sean Dulany- Publisher

Sean@freeplaymagazine.com

Stephanie Artis- Editor

Stephanie@freeplaymagazine.com

916.209.0399

@Freeplay\_Mag