



...re that enjoyment is key, says Amy Hunt
by Jessica Whittington | Jan 4, 2020 |
...under-18 200m record-holder encourages young athletes to follow their hearts when it comes to
...early stages of their career
Hunt says the careers of young athletes should not be dictated by their body shape but by what they enjoy and wish to
...ue, following her own experience of being categorised as a middle-distance runner due to her height.
...receives comments about



MEDIA PACK



INSIDE MASTERS ROAD RUNNING RANKINGS FOR 2019 JANUARY 16, 2020 | £3.95

AW 1945 **75** 2020

CLARE ELMS
Interview with
record-breaking
masters athlete

STIRLING CROSS
Avery and Jones make light
of the mud to land victories

NEW KICKS ON THE BLOCK
Running footwear to watch out for in 2020

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TRENDING: Runners Need announced as retail partner at first Natio...

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HOME NEWS EVENTS RUN FOR CHARITY PERFORMANCE FORUM STATS ABOUT AW OFFERS

What Does Salesforce Do?
Over 150,000 companies, both big and small, are growing their business with
Salesforce Salesforce [SEE MORE](#)

AW JANUARY SALE
SUBSCRIPTION OFFER
ONLY £7.50 PER MONTH
AFTER £60.75 FEB 2020

runnersneed
the running specialists

LOCATED ON THE
FIRST FLOOR

WE RUN FOR
IT ALL

SEARCH ...

RECENT POSTS

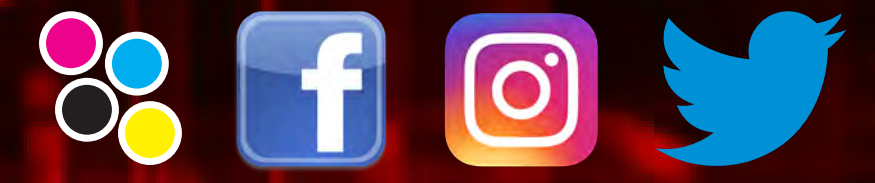
- Nic Coward named UKA
interim CEO
- Runners Need announced as
retail partner at first
National Running Show in
London
- Will the Nike Vaporfly be
banned?

WINTER SEAT SALE
Save on flights to the Americas.
Book by January 31.

AIR CANADA

Runners Need announced as retail partner at first National
Running Show in London
Posted by Athletics Weekly | Jan 24, 2020 |

AW promotion: Islington's Business Design Centre
June





BIBLE OF THE SPORT

Founded in 1945, *Athletics Weekly* has been providing news and views from the sport of Athletics for over 70 years and to this day remains the world's only weekly printed running and athletics magazine.

With over 60 pages every week covering the latest news, comment, results, fixtures, coaching and product advice, AW is THE magazine for track and field, cross-country and road racing and race walking.

It is considered the authoritative voice
of athletics in the UK.

READER PROFILE

Gender: 60% male / 40% female

Average Household income: £89,600

AW readers spend £100 on average on running shoes every 10 weeks

93% spend £1000 per year on average on additional sports equipment

Over **70%** are running/athletics group members

82% constantly look for products to enhance their performance – shoes, clothing, nutrition/food, tech products

50% are club competitors

39% run in Ultra/Trail events

70% run/train 4 times per week

25% run/train every day

79% frequently use tech to 'enhance their running experience and activity'

75% readers enter running/athletics events

50% regularly run in overseas events

(1 in 3 of the other 50% said they would compete overseas)



AW RUNNERS – COMPETITIVE & DEDICATED

How many Marathons or Half Marathons do you participate in every year?

1-2: **30%**

2-4: **22%**

4-6: **29%**

More than 6 Marathons: **19%**

How far ahead do you plan a Marathon?

1-3 months: **6%**

3-6 months: **26%**

6 months-1 year: **60%**

Over 1 year: **8%**



What other sports do you regularly participate in?

Cycling: **19%**

Swimming: **15%**

Team Sports (e.g. Rugby): **6%**

Gym: **22%**

Triathlon / Duathlon: **32%**

None / Other: **35%**

Why do you run?

For fitness/training: **58%**

Competition and Challenge: **78%**

Socialising: **47%**

Other: **17%**



OVERALL REACH

220,000+

AW magazine

Subscribers & weekly
newsstand sales: **10,000**
Readership: **31,000**

AW online*

Monthly active users: **101,102**
Desktop: **40.7%**
Mobile: **50.1%**
Tablet: **9.2%**

By Operating Platform

Android: **55%**
IOS: **45%**

Social

Twitter: **67,900**
Facebook: **49,497**
Instagram: **19,200**

Age Range

16-24: **23%**
25-34: **21%**
35-44: **27%**
45-54: **16%**
55+: **13%**

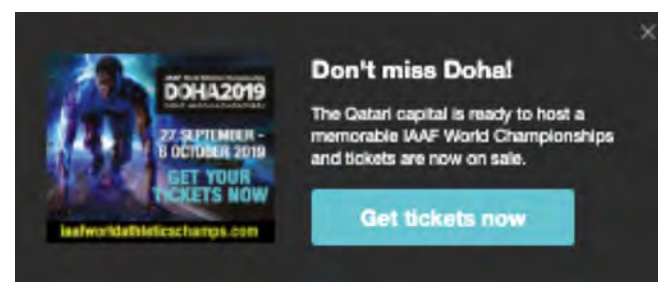
WEBSITE

AW www.athleticsweekly.com

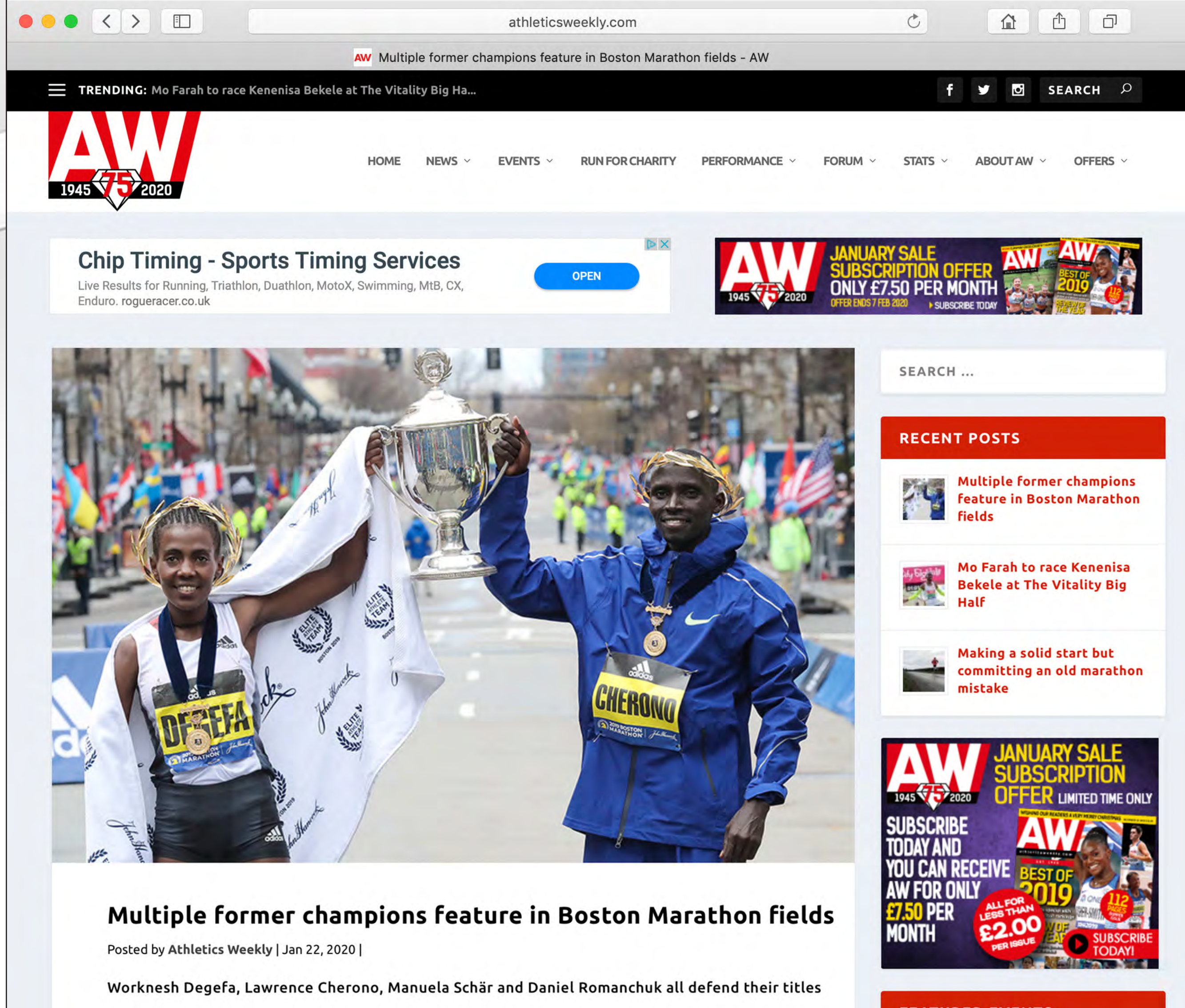
Monthly uniques: **101,000**
Monthly page views: **172,000**

Desktop: **40.7%**
Mobile: **50%**
Tablet: **9.3%**

Average session time: **1.50 mins**



Reader Research, June 2019. Sample of 262 readers





AW/Twitter followers continue to grow and is our largest Social audience of just over

specialist runners, athletes,
influencers, training professionals
and fans

INSTAGRAM

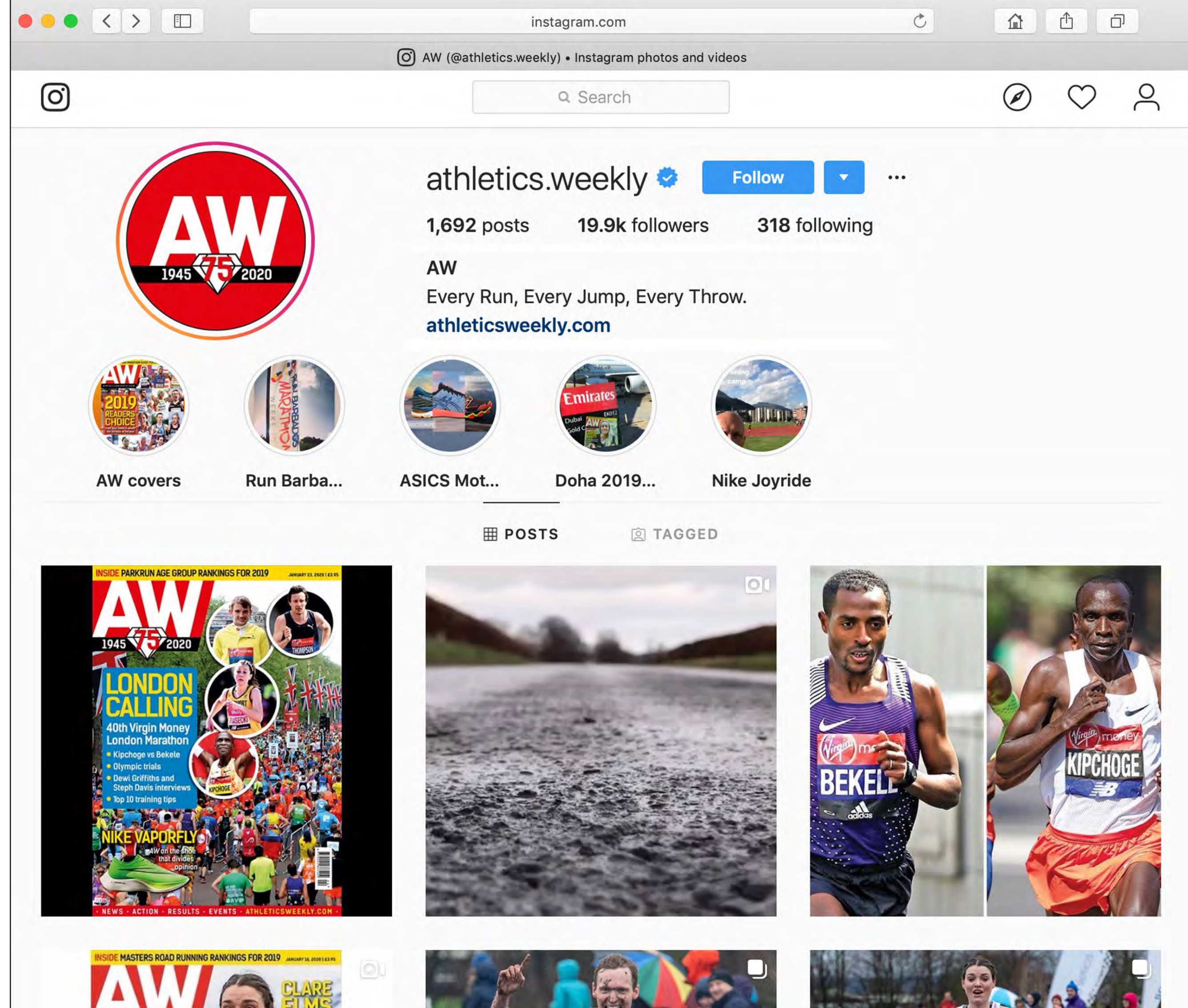


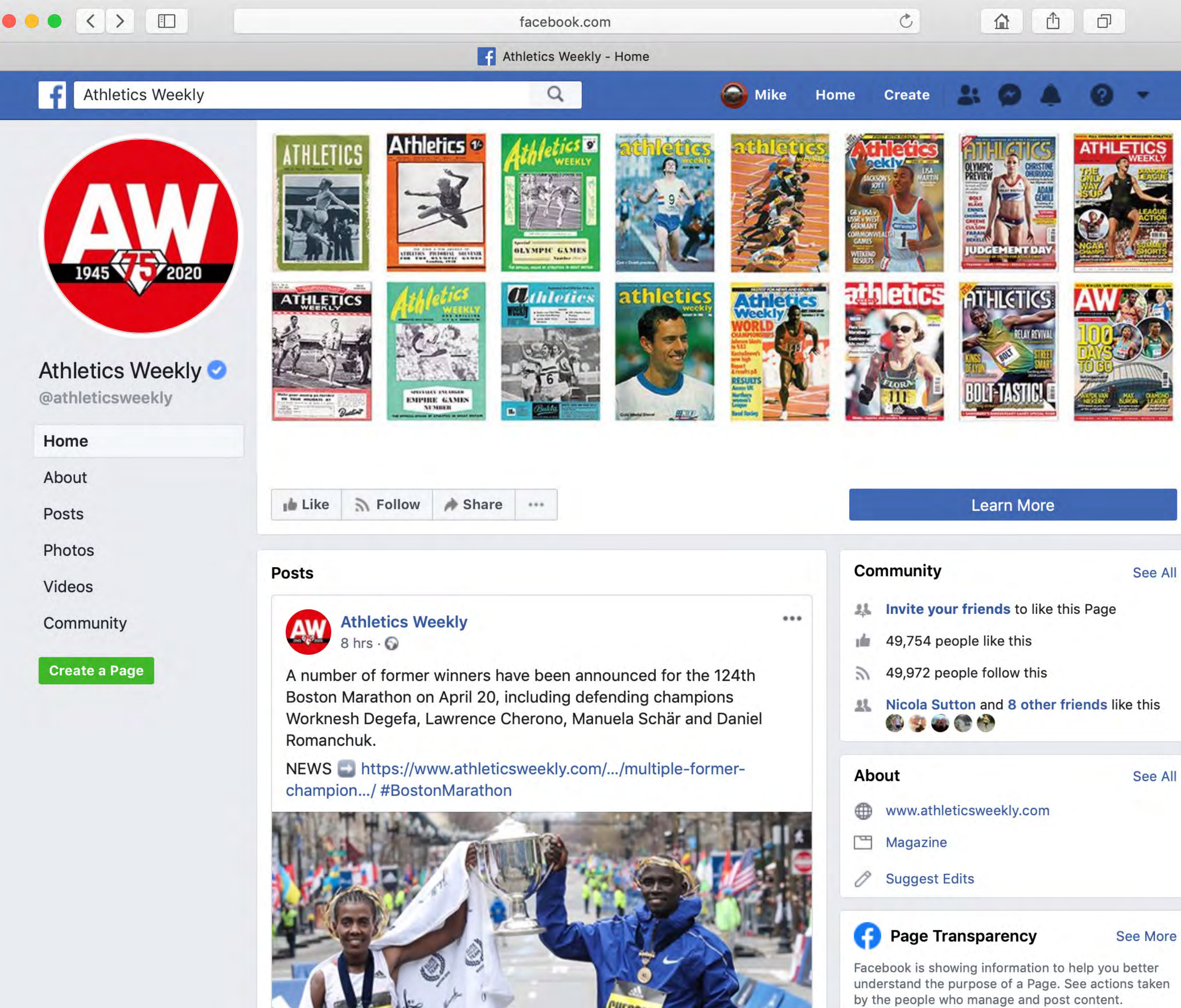
Followers of AW on Instagram
have increased by nearly

5000 in 2019

20,000

specialist runners, athletes,
influencers, training professionals
and fans





FACEBOOK



Reach nearly

50,000

specialist runners,
athletes, influencers, training
professionals
and fans

EMAIL & E-ZINE



Followers of AW's audience are highly engaged with our emails

5650

subscribers with an average opening rate of 44%



Be a Monaco VIP

Watch the Diamond League action unfold in real style on July 12

In the heart of the French Riviera, the Principality of Monaco hosts some of the finest sporting occasions in the world every year.

From the iconic F1 Grand Prix to the Champions League, there is so much on offer.

It's also a wonderful destination for athletics fans. Since its entry in 2010 in the IAAF Diamond League, the Herculis EBS meeting in Monaco has enjoyed great success and witnessed amazing performances from the best athletes on the planet. It ranked as the World's Best Meeting in 2011, 2014, 2015, as well as last year.

The event returns this year to the Louis II stadium on Friday July 12 and tickets are on sale for what promises to be another memorable occasion, with star names such as Noah Lyles and Shaunae Miller-Uibo already confirmed.

Prices start from just €10 but why not watch the action unfold in style by opting for a VIP Prestige ticket?



With a VIP Prestige ticket to the Herculis, you will enjoy some of Louis II Stadium's best views accompanied by extra comfortable seating. The ideal location of your seat puts you as close as you can get to the world's best athletes, as well as to the Prince's VIP area.

Highlights of this vantage point are the panoramic view of the stadium and the excellent angle for watching the track's thrilling finish line right in front of you, as well as a fine view of the high jump on your right side.

Also included in the VIP Prestige package is a VIP welcome, as well as a gourmet buffet with champagne, wine, beer and soft drinks on offer.

There are ticket, flights and hotel packages available. To find out more visit herculis.com and book your place to experience one of the Diamond League's most renowned meetings on the mesmerising Cote d'Azur.

TO BOOK YOUR TICKETS, VISIT [HERCULIS.COM](https://herculis.com)



AW

E-ZINE

[NEWS](#) | [EVENTS](#)

The next chapter for AW

Managing director and 1984 Olympic silver medalist Wendy Sly writes about her long relationship with AW and why it has to keep changing with the times.

"I've known AW for the best part of the past 50 years. I read it, I've been in it, I've worked for a competitor against it and now I manage it. I've probably never been closer to the magazine than I am now, as we enter another chapter of its long history."

[READ MORE](#)

Doha 2019: A look at the leaders with 100 days to go

[Read more](#)

World lead by Genzebe Dibaba as Elisha McColgan runs PB in Rabat

[Read more](#)

Max Burgin breaks UK under-18 800m best in Loughborough

[Read more](#)

UK Athletics appoints Chris Clark as chair

[Read more](#)

British Athletics launches performance consultation

[Read more](#)

New urban ultra-marathon launched for London

[Read more](#)

AW promotion

Be a Monaco VIP

Since its entry in 2010 to the IAAF Diamond League, the Herculis EBS meeting in Monaco has enjoyed great success and witnessed amazing performances from the best athletes on the planet.

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HOME PAGE TAKEOVER



ATHLETICS WEEKLY

TRENDING: Zara Hyde Peters' reign as UKA CEO ends before it...

AW

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MONTMORENCY U.S. TART CHERRIES

✓ Assist exercise recovery
✓ Improve sleep quality
✓ Rich in vitamins A, C & Copper
Why not check out our cherry recipe videos? [CLICK HERE](#)

NOVEMBER 24, 2019

Jess Piasecki storms to 2:25:29 Florence Marathon win

READ MORE

McCormack wins in sister act at Irish Cross Country Championships – weekly round-up

Zara Hyde Peters' reign as UKA CEO ends before it even begins

Jess Piasecki storms to 2:25:29 Florence Marathon win

Callum Hawkins named FPSC Scottish athlete of the year

SEARCH ...

RECENT POSTS

Asher-Smith and Johnson-Thompson nominated for BBC SPOTY

McCormack wins in sister act at Irish Cross Country Championships – weekly round-up

Zara Hyde Peters' reign as UKA CEO ends before it even begins

MONTMORENCY U.S. TART CHERRIES

✓ Assist recovery ✓ Improve sleep ✓ Rich in vitamins
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FEATURED EVENTS

OPAP Limassol Marathon CEO



PRINT OPPORTUNITIES

AW, AW RUNNING SHOE GUIDE, TRAINING & RUNNING/
ATHLETICS CLUB DIRECTORY



February, 2020



April, 2020



May, 2020



Issues in 2020

AW RATES & CONTACTS

AW MAGAZINE

athleticsweekly.com
& EMAIL

AW SOCIAL CHANNELS

Full page	£1200
Double page spread (DPS)	£2000
Half page	£650
Quarter page	£400

Custom Content

Full page advertorial	£1700
DPS advertorial	£3000

Thought Leadership/Content	POA
Partnerships/Supplement	
Sponsorship	

Loose inserts	£400 per thousand
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Leaderboard	£15cpm
MPU	£15cpm
Skins – per month	£1000

Sponsored sections	POA
Home page takeover	POA

Email

E-zine newsletter	£990
Solus email	£1200

Twitter post	£50
Facebook post	£50
Instagram post	£50

Mechanical data on request

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