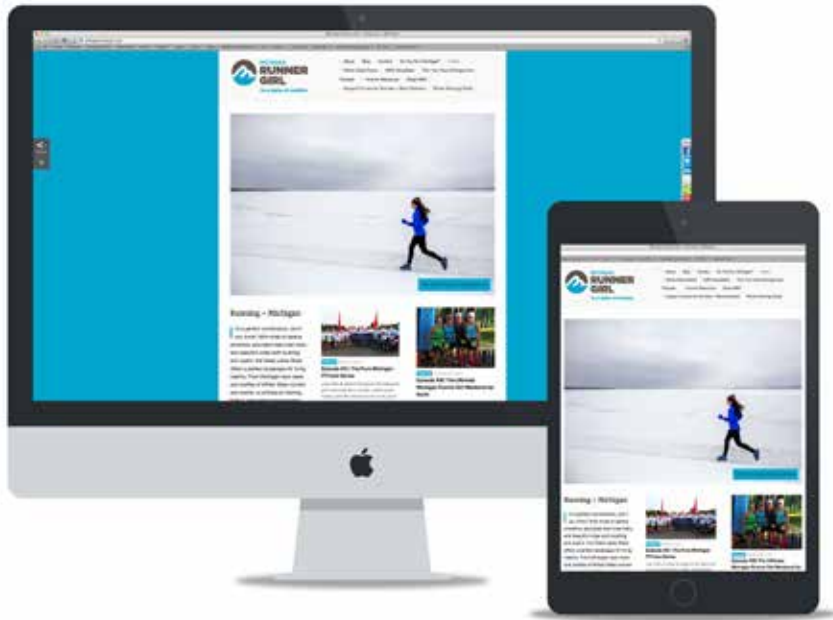




MEDIA KIT

2017



On Social Media*



6111 followers



2044 followers



1132 followers

*As of January 2017

Celebrating the active, healthy lifestyle in Michigan

Michigan Runner Girl (MRG), a website/blog and podcast celebrating the running lifestyle in Michigan, partners with likeminded organizations and companies, including specific races and businesses that offer products or services of interest to runners and endurance athletes.

These partnerships are mutually beneficial and offer readers and listeners the chance to learn more about experiences and products/services that enhance their life as a runner and endurance athlete in Michigan. Each partnership is customized to best meet an organization's budget and promotion needs.

Comprehensive partnership packages start at \$350, with individual sponsorships from \$100.

What Clients Say

"Your blog has serious reach. We made several sales over the weekend from your readers and followers. On behalf of the marketing committee and the staff at the Muskegon Rescue Mission: Thank you for your partnership!"

— Dan Skoglund, Assistant Executive Director, Muskegon Rescue Mission, ForeShore Adventure Run

Online: michiganrunnergirl.com

The primary source for accessing the brand and content surrounding the running and endurance lifestyle.

» **Launched:** 2010

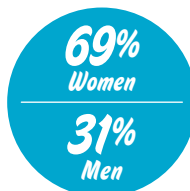
» **Frequent updates:** 3-5 times per week

» **Fresh, compelling content:**

- Race articles & info
- Training tips
- Insider information
- Favorite running routes
- Human interest stories
- Special events
- Podcasts
- MRG merchandise

» **Most popular content:**

- Race listings
- Featured Michigan races
- Race discount codes
- Podcasts



On the Air: Podcast

The Michigan Runner Girl Podcast extends the reach of the Runner Girl lifestyle to an audible format, enabling runners and endurance athletes to listen to the show while training or 'on the run.'

- » **Launched:** August 2015
- » **Weekly show:** 30–60 minute shows, hosted by Heather Durocher, founder of Michigan Runner Girl
- » **Fresh, compelling content:**
 - Interviews w/Michigan runners & race directors
 - Interviews w/experts in health, nutrition and gear
 - Race reports highlight upcoming Michigan running events
- » **Recorded & produced:**
 - In Traverse City, Michigan
 - By Quarter After Productions, Mike Moran, musician and podcast producer



» The Michigan Runner Girl Podcast is available on these popular platforms:



*As of January 2017



E-Newsletter

The Michigan Runner Girl electronic newsletter reaches subscribers every month via email and delivers popular content from the website.

- » **Launched:** October 2014
- » **Distribution:** Monthly
 - 3000+ subscribers with a rapidly growing subscriber list
 - 9000 followers reached via sharing on social media
- » **Fresh, compelling content:**
 - Extends popular MRG website content to users inbox
 - Features additional, expanded content not found on MRG website



Podcast Sponsorship Opportunities

Presenting Sponsor.....\$250/episode

- » Announcement: 2x; at beginning & end of each episode
- » Single reads calling out special events, company offerings, etc.
- » Company logo added to the Michigan Runner Girl web site podcast page

Show Sponsor.....\$150/episode

- » Announcement: 2x; at beginning & end of the episode

Race Segment Support \$100/episode

- » Announcement: 1x; at beginning of Race Segment in the middle of the show

Single Read \$50/episode

- » A single 30–45 second read of a specific upcoming event followed by description and contact information.

E-Newsletter Ad Opportunities

2 Column Ad w/text.....\$100/issue

- » Ad/image with link (260 pixel; JPEG format)
- » 150–200 words of copy

2 Column Ad.....\$50/issue

- » Ad/image with link (260 pixel; JPEG format)

Exclusive Partner Email.....\$200

- » A 1x email sent to the MRG subscriber list highlighting a specific deal/discount for partner races, products and services.

About Michigan Runner Girl



Award-winning writer and editor Heather Durocher is the founder of Michigan Runner Girl. She combined her love of storytelling with a passion for running in her home state when she launched michiganrunnergirl.com in 2010.

Heather and her husband Joe, along with their three children, live and play in northern Michigan. They get outdoors as much as possible, year-round, and love discovering new places in Michigan to explore by foot, bike and paddle.

» Find Heather in the media:

- *Tales from Another Mother Runner*, a nationally-released book
- *Traverse Magazine*, a monthly MyNorth Media publication

» Heather is proud to partner with:



What Clients Say

“Heather’s passion for endurance sports and the great Mitten State come through loud and clear with Michigan Runner Girl.

Here she offers a great vehicle for us to spread the word about our Michigan endurance events.

Through her dedicated and growing group of followers, Heather shares our events with her audience in an honest, informative, and entertaining manner. They know they can trust what she presents, and since we began working with her, we have measured a direct increase in participation.”

— Eva Solomon, CEO, Epic Races
Ann Arbor Marathon, the Detroit Goddess Half Marathon, 10K & 5K

On Tap: New for 2017

- » Continue providing quality, engaging and informative content via the website, weekly podcast, monthly newsletter and via social media channels.
- » Continue to forge mutually-beneficial partnerships with U.S. sporting companies. Brands that have worked with MRG for product reviews, promo and partnership: *Brooks Running, Kahtoola, YakTrax, Garmin and Gore-Tex®.*
- » Expand MRG clothing and accessories and e-commerce reach. Current partnerships include the lifestyle brand M22 and Traverse City-based clothing company Flood Well Print Studio.

Link for Michigan Runner Girl Store: <http://michiganrunnergirl.com/store-2/>

- » Increase the number of Michigan Runner Girl events throughout the year, including:
 - A second annual MRG Running Weekend at the Grand Traverse Resort and Spa in Traverse City, Michigan
 - Race expo booth presence and speaking engagements
 - In-store events with partner organizations and businesses
 - Day trips and weekend getaways throughout the state that are organized by MRG
 - Other special events bringing together those who enjoy the active lifestyle in Michigan

Contact Us

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