



39th Annual GoodLife Fitness Victoria Marathon October 7, 2018

"The GoodLife Fitness Victoria Marathon was one of the best races I've ever attended. There was a sense of community that you just don't see or feel in other big races. The overwhelming spirit of human accomplishment is front and centre in Victoria."
- Kathrine Switzer, Marathon Woman

Advertise today in the GoodLife Fitness Victoria Marathon Race Guide

The GoodLife Fitness Victoria Marathon attracts 8,000 participants annually with runners taking part in the Marathon, the Half Marathon, the 8K Road Race and the THRIFTY FOODS Kids Run. With family and friends supporting the runners, the race weekend attracts over 20,000 people to Victoria, which is held on Thanksgiving weekend, and has an overall economic impact of \$7.1 million (2010 Victoria Marathon Economic Impact Analysis).

The 2018 Race Guide is a digest-size book that contains race weekend schedule of events, course maps, Race Expo information, and articles on the marathon and its participants. 8,000 copies will be printed and given to every runner at the Race Expo, as well as to 1,600 dedicated volunteers. This is a unique opportunity to reach a targeted audience from over 20 countries dedicated to running and who care passionately about health and fitness.



Photos by Jessica Moffatt, Matt Cecill and Tami Tate

Advertising Rates and Specs (all ads in colour):

Back Page: \$800
Full Page: \$700
Half Page: \$400

Full page: 5.25" (width) x 8.25" (height)

Add 0.125 inches of bleed on all sides and allow for a 0.125 inch safety margin (inside trim line)

Half Page: 5" (width) x 3.75" (height)

Our preferred file type is PDF in CMYK colour mode (no RGB or spot colours please!)

All embedded images should be 300ppi or higher (and CMYK).

Deadline to book: July 27, 2018

Ads due: August 3, 2018

To advertise contact Louise Hodgson-Jones at:
250-812-2518 (tel), 250-391-7527 (fax)
or email: corsa.communications@shaw.ca