

The magazine for decision makers in league and union

running rugby

running rugby is the popular magazine for the rugby business community in the UK and Ireland. Covering both rugby league and union and published bi-monthly, the magazine is distributed without charge to a controlled circulation of up to 5,000* rugby business decision makers.

The circulation includes all elite and mid-tier clubs, governing bodies, schools and institutions, sponsorship and hospitality agencies, services and suppliers, player agents, media and other interested sporting organisations. **running rugby** is sent to named recipients at their club or business address and the circulation database is regularly cleaned and updated.

running rugby's editorial view is focused on topical issues affecting the various aspects of the business of rugby, covering best practice examples from the elite clubs and business solutions from outside the sport. The editorial objectives are to inform and empower a growing industry, forging a closer link between the two codes and reducing the information lag between the elite and lower levels.

running rugby is presented in full colour on A4 format, high quality 120gsm, matt recycled paper; it is saddle-stitched and self-covered.

*Circulation is 4,800 (for issue #5) and rising. Readership is estimated at 16,000.

What they think of Running Rugby...

"An excellent concept which has produced a very good magazine, interesting, informative and well read throughout our Club"

– Gary Hetherington,
Chief Executive,
Leeds Rugby

"There are many ways we can reach the clubs and schools who make up our customer base. We have chosen to advertise in Running Rugby because of its specialist positioning, relevant content and quality presentation that fits with the qualities of our brand and product."

– Reg Clark,
Managing Director,
Rhino Rugby Ltd

"I've been impressed by the magazine so far and especially the varied content. Hope that the magazine is a success and it keeps up the standard"

– Gordon McKie,
Chief Executive,
Scottish Rugby Union

"Modern rugby is big business in so many ways and Running Rugby brings a refreshing and informative perspective to the sport, whichever code you're involved in. I'm rapidly finding it essential reading."

– Danny Lockwood,
Publisher,
League Weekly

"Running Rugby is the first magazine with real cutting edge information concerned with the industry of professional rugby. It is a useful publication with anecdotal evidence from both codes and something I have to hand in the office as a reference point."

– Corin Palmer,
Rugby Operations Manager,
Bristol Rugby Club

"We think Running Rugby is great. It's relevant to every aspect of the management of the club."

– Tim Allnut,
Team Manager,
Connacht Rugby

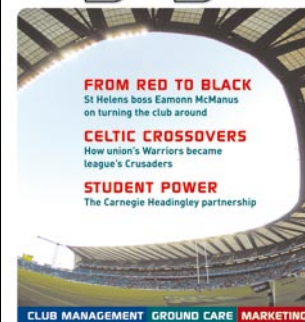
running rugby 32-33 High St, Ascot, Berks SL5 7HG.

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**running
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Issue 1
Feb/Mar 2007



The magazine for decision makers in league and union
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Issue 2
Apr/May 2007



The magazine for decision makers in league and union
**running
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Issue 3
Jun/Jul 2007



The magazine for decision makers in league and union
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Issue 4
Aug/Sept 2007



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Issue 5
Nov/Dec 2007



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Advertisement Rate Card

DISPLAY

Inside Front Cover	£1975
Outside Back Cover	£2000
Inside Back Cover	£1970
1st Right Hand Page	£1775
1st Half Front	£1700
DPS	£2750
Page	£1600
1/2 Page	£850
1/4 Page	£550

CLASSIFIED

1/4 Page	£400
1/8 Page	£250
1/16 Page	£140
Column/CM	£30

Insert and mailing rates on application



Ad sizes mm	Bleed	Trim	Type Area
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DISPLAY

DPS	303 x 426	297 x 420	267 x 396
Page	303 x 216	297 x 210	267 x 190.5
1/2 Page Vert	303 x 105	297 x 102	267 x 90
1/2 Page Horiz	149 x 216	146 x 210	131 x 186
1/4 Page Vert	303 x 105	297 x 102	130 x 92

CLASSIFIED

1/4 Page Vert			130 x 92
1/8 Page Horiz			63 x 92
1/16 Page Vert			63 x 43.5
Column Centimetre			x 43.5

Digital file formats

High res PDF set up to **Pass4Press** standard (www.pass4press.com)

CMYK no spot colours, all fonts embedded. 3mm bleed, trim marks, PDF page size 10mm all round larger than trim size of ad

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