



# **TRAIL RUNNER NATION**

# Welcome to Trail Runner Nation

## *Trail Running's Original Podcast*

Trail Runner Nation launched in the fall of 2011—making it one of trail running's original podcasts. **It's also one of the most downloaded, and consistently ranks in the top three trail running podcasts in the world.**

Hosts Don Freeman and Scott Warr are passionate, long-time trail runners. They bring a low-key, inclusive and inquisitive approach to all of their topics, making each episode accessible to both first-time trail runners and seasoned veterans.

## ***What Our Listeners Say***

**“ I look forward to the podcast. It’s a real treat. I love the friendship between Scott and Don and their dynamic keeps the discussion fun and entertaining. I have learned so much!”**

**“ As someone who is just getting into running, I have learned a lot already. Don and Scott are genuine and funny. Even if I didn’t want to get into running, I would still probably listen to them for their guests and the life lessons.”**

**“ Been listening for about 6 months. I listen while I’m out on the trails. I’ve learned so much from this podcast! I can’t thank Scott and Don enough for all they do for the trail running community.”**

Source: Apple Podcast Reviews. ★★★★★ (4.4 of possible 5 stars, 895 rating.)





# A Growing Sport, A Growing Podcast

*Caution: Bridges freeze first. Doug Mayer starts out for treeline in the Northern Presidentials, White Mountains, New Hampshire. (Photo: Joe Klementovich.)*

• As trail running has grown, so too has  
• **Trail Runner Nation**. The program recently  
• added Producer **Doug Mayer**, an avid trail  
• runner, Contributing Editor to Trail Runner  
• Magazine, and producer of the long-running  
• NPR hit program, *Car Talk*.

Joining Doug is editor **Ethan Stark-Miller**,  
and Editorial Assistant **Tayte Pollman**,  
a Nike-sponsored trail runner who also works  
for the American Trail Running Association.





# We're Not Just Another Ad Buy

Our production team has deep editorial and partnership experience. We look to build meaningful, cross- platform partnerships that include strong editorial content — on the show, online, through our email list, and on social media. We work with our partners to grow their businesses. Many have become close friends.

**"I can't say enough about how critical Trail Runner Nation was in introducing Tailwind Nutrition to trail runners around the world, and how the show continues to grow our business. Working with their "dream team" is a complete joy, and their insights and commitment to the trail running community are unparalleled."**

**Jenny Vierling**, Co-Founder, Tailwind Nutrition

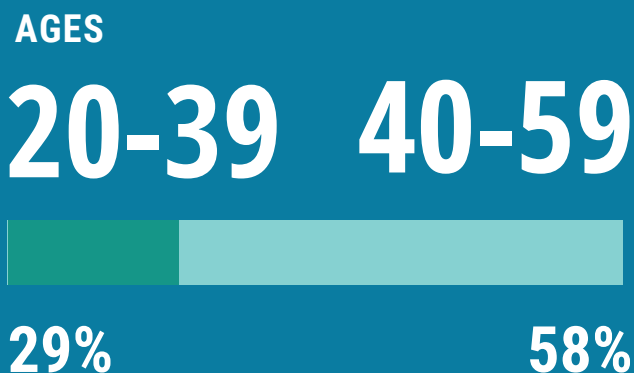
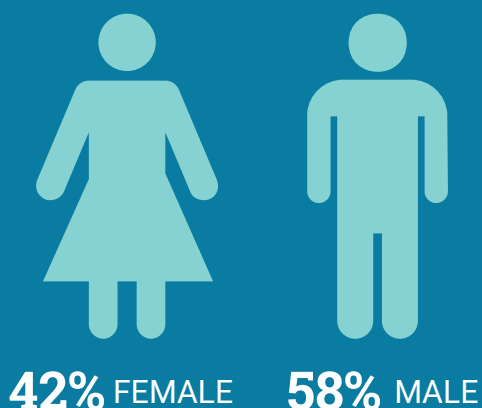
"Trail Runner Nation has been an incredible partner for PATH projects. We have been listening for years. **The program is a great platform to get our brand message out there.** Scott, Don and their high quality guests offer a tremendous amount of trail knowledge and plenty of hilarious stories. I get excited to see orders coming in with the comments, "Heard about you on Trail Runner Nation".

**Floris Gierman**, Co-Owner & Head of Marketing, PATH projects

**Interested in partnering? Great! Drop us a note at [howdypartner@trailrunnernation.com](mailto:howdypartner@trailrunnernation.com) or call (916) 390-2999.**

## Our Nation By the Numbers

### Demographics



Source: American Trail Running Association

### Audience

20,000  
downloads  
per episode

A white download icon (arrow pointing down) is positioned above the text '20,000 downloads per episode'.

500+  
episodes and  
12 million  
downloads

A white play button icon (two vertical bars with a right-pointing triangle) is positioned above the text '500+ episodes and 12 million downloads'.

15,000  
Facebook  
fans

A white Facebook 'f' logo icon is positioned above the text '15,000 Facebook fans'.

25,000  
Twitter  
followers

A white Twitter bird icon is positioned above the text '25,000 Twitter followers'.

11,400  
Instagram  
follows

A white Instagram camera icon is positioned above the text '11,400 Instagram follows'.

New newsletter  
experiencing  
rapid growth.

A white email icon (envelope) is positioned above the text 'New newsletter experiencing rapid growth.'

### Partner Ad Rates

\$560  
Pre-roll

\$600  
Mid-roll

\$420  
Post-roll

Based on 20,000 downloads per episode, and using industry average cost per thousand (CPM) of \$28 (Pre-roll), \$30 (Mid-roll), \$21 (Post-roll). Category exclusivity available. **Contact us for details.**

# Sample Partnership Packages

## Warm Up

- ▶ Mention in show post-production credits. Maximum of 30 words.

**Support for Trail Runner Nation comes from High Octane Organic Coffees, now featuring our new early morning trail run blend with more than 500 milligrams of caffeine to get you on the trails before the sun's over the horizon. Grab a bag now at [highoctaneroasters.com](http://highoctaneroasters.com).**

- ▶ Mutually agreed upon blog post that's great content for the Trail Runner Nation audience, and which also mentions our sponsor.
- ▶ Discount code offered through Trail Runner Nation partner deals page on website.
- ▶ No minimum schedule.

**Typical cost: \$500.00 per month**

## Marathon

- ▶ Mix of pre-rolls, midrolls and post-rolls, one per episode.
- ▶ 25% share of voice on [trailrunnernation.com](http://trailrunnernation.com) 300x250 sidebar tile partner space.
- ▶ One newsletter introducing our partner.
- ▶ Two blog posts on topics of interest to both Trail Runner Nation and partner.  
Partner to provide assets.
- ▶ Discount code offered through Trail Runner Nation partner deals page on website.
- ▶ Ten week minimum flight.

**Typical cost for minimum 10 week flight: \$2,840.00 per month**

## Ultramarathon

- ▶ Marathon package partnership, plus:
- ▶ Deep advertising and content partnership, including bonus special edition episodes of Trail Runner Nation that involve the partner, and ongoing blog posts and newsletters to Trail Runner Nation audience.
- ▶ Long-term engagement with Trail Runner Nation's most loyal audience, via fall 2020 launch of Trail Runner Nation Patreon membership package.
- ▶ Only one Ultramarathon partnership package is offered per quarter.
- ▶ Minimum three-month engagement.

**Typical cost for minimum 12 week flight: \$5,000.00 per month**

*(Exact pricing dependent upon content partnership terms.)*



### ***LISTEN TO THIS***

Here a special message from Scott and Don, plus sample pre-rolls, mid-rolls, and post-rolls now at [trailrunnernation.com/hearhere](https://trailrunnernation.com/hearhere).







# Let's Go for a Run Together

- Over the years, we've made all of our important decisions during our trail runs together.
- Want to join us? Let's go for a run together!\* Drop us a note at [hellopartner@trailrunnation.com](mailto:hellopartner@trailrunnation.com).
- We look forward to hearing from you. Until then.... Run Mas!

• *\*We're serious about the run. Scott and Don live near the Western States Endurance Run course, Doug Mayer lives in Chamonix, France, and Tayte Pollman lives in Nederland, Colorado. Come visit with one of us!*

