



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

- As trail running has grown, so too has
- **Trail Runner Nation.** We added Ryan Warr
- as producer and editor in 2021
- and Jana Gibilova as our social media editor
- in 2020.



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

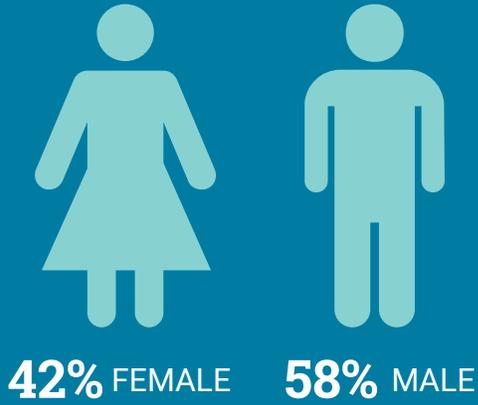
"Trail Runner Nation has been an incredible partner for PATH projects. We have been listening for years. **The program is a great platform to get our brand message out there.** Scott, Don and their high quality guests offer a tremendous amount of trail knowledge and plenty of hilarious stories. I get 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 partner@trailrunnernation.com or call (916) 390-2999.

Our Nation By the Numbers

Demographics



AGES

20-39 **40-59**



Source: American Trail Running Association

Audience



20,000
downloads
per episode



550+
episodes and
17 million
downloads



15,000
Facebook
fans



26,000
Twitter
followers



12,700
Instagram
follows



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 Programs

(BASED ON 10+ EPISODES)

Podcast Only

Preroll Package \$560 per episode

Midroll Package \$600 per episode

Preroll / Midroll Combo \$580 per episode

Podcast & Blog/Email **\$700 per episode**

10 podcast episodes + 2 blog posts emailed to our database

Podcast & Social Media Campaign **\$750 per episode**

10 podcast episodes + 2 social media promotions (\$200 campaign cap)

Full Monty **\$850 per episode**

- ▶ 10 podcast episodes
- ▶ 2 blog post / email blasts
- ▶ 2 social media promotions

We also can customize a program that meets your needs.



LISTEN TO THIS

Here a special message from Scott and Don, plus sample pre-rolls, mid-rolls, and post-rolls now at trailrunnation.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 partner@trailrunnation.com.
- We look forward to hearing from you. Until then.... Run Mäs!

• **We're serious about the run. Scott and Don live near the Western States Endurance Run course.*

