

AUDIENCE FOOTPRINT

10.25M+

Total Audience Footprint

1.6M+

Print Readers

8.5M+

Digital Footprint

Source: MRI Spring 2023 Doublebase, August 2023 comScore Multi-Platform; September 2023 Social Comp Report



WHERE RUNNERS COME TO SHOP

Runner's World's authoritative buyer's guides, expert editorial reviews, and engaging content has transformed our digital site into a new kind of storefront.

Each month, millions of consumers come to RunnersWorld.com to shop for the latest shoes, apparel, gear, and more.

\$45.2M+

Worth of Products Sold YTD +17% YoY

850K+

Number of Products Sold YTD

2.8K+

Products Sold Every Day

Source: January - October 2023 Internal eCommerce Data

