

# WALK!

MAGAZINE

## THE MAGAZINE FOR ALL WALKERS

### Editorial Calendar

#### UPCOMING FEATURES

##### Winter 2006

First Gift Giving Guide

##### Spring 2007

Annual Shoe Review Issue

##### Summer 2007

Training and Planning for Fall Events

##### Fall 2007

Winter Walking Vacations

##### Winter 2007

Annual Gift Giving Guide

#### 2006-2007 RATES

Black & White	1X	2X	4X
Full	850	800	750
2/3	700	660	620
1/2	530	500	470
1/3	355	330	305
1/4	290	275	260
1/6	200	185	170
4-Color	1X	2X	4X
Full	1360	1280	1200
2/3	1000	950	900
1/2	860	820	800
1/3	568	528	488
1/4	464	440	416
1/6	320	296	272
Covers	1X	2X	4X
2nd Cover	1500	1400	1300
3rd Cover	1500	1400	1300
4th Cover	1700	1550	1400

#### Agency Discounts

15% for invoices paid by advertising agencies within 30 days of invoicing.

#### Race/Event Calendar

The cost for each 60-word ad is \$40. Discounts do not apply to this listing.

#### COLUMNS

**COACH'S CORNER:** Expert advice from Dave McGovern, member of the U.S. Racewalking Team.

**RACEWALKING:** Olympic racewalker Tim Seaman provides highlights of the largest judged racewalks.

**FROM THE START:** Get started walking with walking coach Bonnie Stein.

**CANADIAN CONNECTION:** Canadian coach Roger Burrows provides a northern perspective.

#### DEPARTMENTS

**EVENT REVIEWS:** Walkers send in their opinions of events they've entered.

**NUTRITION NEWS:** Provided by sports nutritionists.

**WALKING CLUBS:** Features Clubs from across the U.S. and Canada.

**EVENT CALENDAR:** Listing of all types of walking events.

**PRODUCT REVIEWS:** Throughout the year.

#### DEADLINES

Issue	Reservation	Ad due
Winter 2006	11/1/06	11/10/06
Spring 2007	2/1/07	2/10/07
Summer 2007	5/1/07	5/10/07
Fall 2007	8/1/07	8/10/07
Winter 2007	11/1/07	11/10/07

#### SIZES

Full page bleed	8 3/4 X 11 1/4
Full page	7 1/2 X 9 1/2
2/3 page	4 7/8 X 9 1/2
1/2 page	7 1/2 X 4 1/2
1/3 page	2 3/8 X 9 1/2
1/4 page	3 5/8 X 4 1/2
1/6 page	2 3/8 X 4 1/2

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#### DEMOGRAPHICS

Paid subscribers	950
Total distribution	4,000
<b>Distribution locations</b>	
Running store sales	3%
Charity walking groups	12%
Race/event expos	85%
<b>Gender</b>	
Male	31%
Female	69%
<b>Age range</b>	
Under 30	5%
30-39	14%
40-49	23%
50-59	41%
Over 60	18%
<b>Type of walker</b>	
Fitness/casual walker	38%
Racewalker	20%
Long-distance walker	23%
Power/speed walker	12%
Volksmarcher/hiker	7%
<b>How long walking</b>	
Fewer than 6 months	5%
6 months to 1 year	10%
1-2 years	11%
Longer than 2 years	74%
<b>Type of shoes worn</b>	
Running shoes	57%
Racewalking shoes	26%
"Walking" shoes	20%
Hiking shoes	3%

#### Types of events entered in previous 12 months

Charity/noncompetitive	36%
5K race with runners	38%
10K race with runners	30%
Half marathon	36%
Marathon	35%
Judged racewalk	20%
Volksmarch	6%

#### Types of nutrition/energy supplements used

Energy bars	28%
Meal replacement bars	7%
Energy gels	24%
Electrolyte replacement drinks	23%
Meal replacement drinks	5%
None	13%

#### ADVERTISING INFORMATION

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