



For over 11 years, Believe in the Run has been reviewing running gear, running shoes, races, and events. We provide honest takes on the products and services we test, which has allowed us to develop a strong and trusting relationship with our audience. Through the Believe in the Run website, Facebook, Instagram, YouTube, Strava Group, The Drop Podcast, and Twitter feeds, we have accumulated an audience of serious runners who are eager to know the latest industry buzz.

## BITR AUDIENCES\*

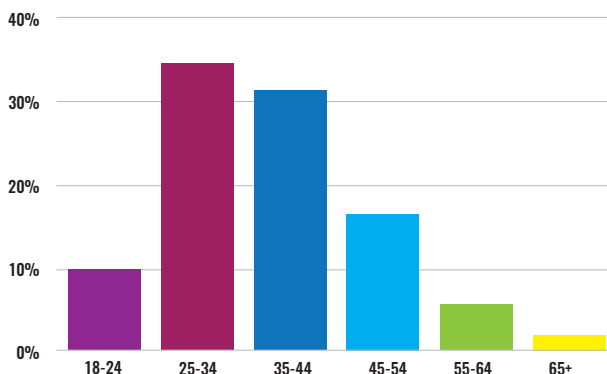
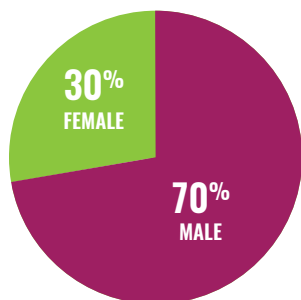
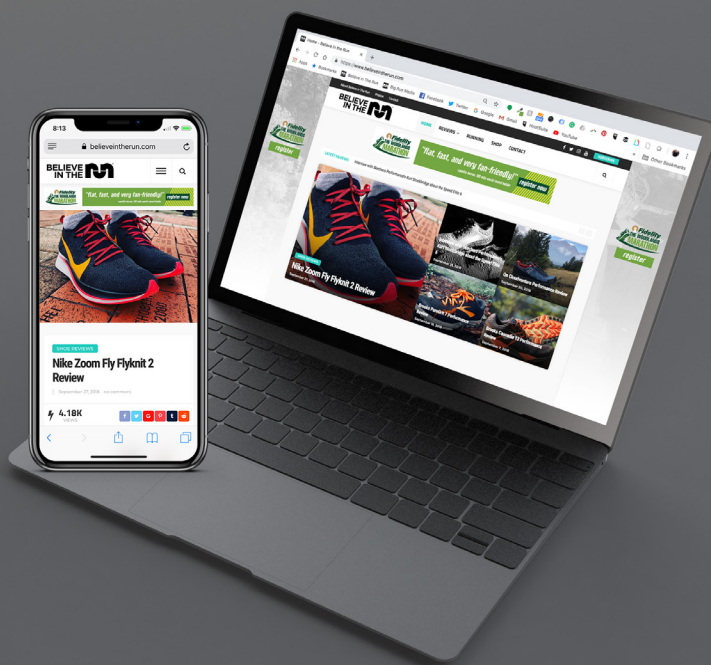
believeintherun.com

Average **Unique Monthly** Users:

# 250,000

Average **Monthly** Page Views:

# 525,000



### TOP 5 AUDIENCE INTERESTS

1. Sports & Fitness/Health & Fitness Buffs
2. Shoppers & Value Shoppers
3. Lifestyle & Hobbies
4. Travel/Outdoors
5. Technology

\*STATISTICS COMPILED 4/09/2021



**PAGE LIKES 12,000+**  
**70% MALE, 30% FEMALE**  
**GROUP 1,900+**



**FOLLOWERS 60,000+**  
**66% MALE, 34% FEMALE**



**SUBSCRIBERS 28,000+**  
**UNIQUE MONTHLY VIEWERS 130K+**  
**VIDEOS PER MONTH 275K+**  
**IMPRESSIONS PER MONTH 3.5M+**



**EMAIL SUBSCRIBERS**  
**11,200+**



**FOLLOWERS 3,300+**  
**61% MALE, 39% FEMALE**



**GROUP MEMBERS 4,300+**



Contact [info@bigrunmedia.com](mailto:info@bigrunmedia.com) for pricing