

1.19 million page views a month from an audience that is **96% South African**, **61% women** and **66% aged 35 and over** — runners actively choosing their next race. All placements are sold on **share of voice** by default, so your campaign runs alongside, not instead of, the site's existing fill.

DISPLAY PLACEMENTS — MONTHLY

PLACEMENT	IMPRESSIONS	VIEWABLE	50% SOV	EXCLUSIVE
Event page — top Mobile banner + desktop leaderboard, every race page	546,000	From launch	R5,500	R11,000
In-feed race cards COMING SOON Native placement between listings — calendar, search, city hubs	335,000 est.	From launch		Not yet bookable
Desktop sidebar 300×600 Highest viewability on the site	172,000	62%	R3,000	R6,000
In-content Within article and event body copy	122,000	35%	R1,200	R2,400
Homepage Top banner and in-page units	59,000	62%	R1,000	R2,000
Results pages Post-race, high return-visit intent	19,000	43%	R400	R800

Impressions are 12-month monthly averages and vary seasonally — February to May runs well above, December and mid-winter below. Impression-guaranteed bookings available on request. Viewability is measured by Google Active View; placements marked **From launch** are new inventory whose measured figure is published after 30 days of delivery rather than estimated from other placements. Placements marked **Coming soon** are not yet bookable — ask to be told when they open.

Native & sponsorship. Featured event listing — R2,000 per event. Native placement in the Featured rail on the homepage and calendar, plus a highlighted card in listings. Labelled as a paid promotion, as all bought placement is. Not an ad unit, so it reaches every visitor including ad-free subscribers. Ideal for race organisers and entry platforms.

TARGETING & PACKAGES

Province or city targeting	+15%
Device targeting (mobile / desktop)	No charge
Race-type targeting (road, trail, ultra)	+15%
Single-event takeover	From R1,500
3-month commitment	–10%
6-month commitment	–15%
12-month commitment	–20%

CATEGORY EXCLUSIVITY & PARTNERSHIPS

Beyond display, RunningCalendar offers **category exclusivity**, **whole-site takeovers** and **annual title partnerships** — including ad-free environments where a partner is the only brand on the platform. These are scoped and priced individually, typically as multi-year agreements with activation built in. **Price on application** — we are happy to talk through options for clients where a year-round association with running is the objective.

SPECIFICATIONS & TERMS

Formats	300×250, 300×600, 728×90, 320×100	Booking lead time	5 working days
File types	JPG, PNG, GIF, HTML5	Reporting	Monthly, impressions + viewability
Max file size	150 KB	Payment	30 days on invoice
Third-party tags	Accepted	Minimum booking	1 month

Creative subject to approval. RunningCalendar does not accept advertising that misrepresents race information, and reserves the right to decline creative that conflicts with the site's independence. Event listings and rankings are never influenced by advertising spend.

BOOKINGS & ENQUIRIES

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Basis. Audience and traffic figures cover the 12 months to 31 July 2026: page views, ad impressions and viewability from Google AdSense (monthly average; range 776k–1.66m page views); reach, audience composition, geography and device from Google Analytics 4. All impression counts are monthly averages across a seasonal range and are indicative, not guaranteed, unless an impression-guaranteed booking is agreed. The rates shown are the total payable — no VAT is charged. Valid to 31 December 2026.