

**HOUSTON**  
**RUNNER**



# **MEDIA KIT**

**2026**



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# OVERVIEW



## VISION

To be the premier digital hub for Houston's running community, inspiring and connecting runners of all levels through engaging content and local storytelling.



## MISSION

To provide high-quality content and resources that empower and connect Houston's running community.

Houston Runner is a digital publication dedicated to covering the latest news, events, tips, athlete stories, and seasonal stories relevant to the running community in Houston, Texas. The magazine aims to unite runners of all levels by providing valuable content and fostering a supportive and engaging online community.

### Audience Snapshot Projection

- Monthly Readers: 5,000+ (projected by Year 1)
- Social Followers: 3,000+ combined across Instagram, Facebook, and TikTok (projected by Year 1)

**60%**  
**FEMALE**

**40%**  
**MALE**

**AGES**  
**25 - 44**

Primarily based in Houston and surrounding Texas areas highly engaged in running, wellness, and local events.

## OVERVIEW: ADVERTISING AT A GLANCE

The pricing below reflects standard advertising and partnership options with Houston Runner. Rates vary by placement, duration, and availability. Longer commitments, bundle packages, and trial partnerships are available at discounted rates.

If you're unsure which option is the best fit for your brand or budget, we're happy to help you choose the right placement.

### Website Display Ads

- Footer Ad — starting at \$50/month
- Homepage Top Banner — starting at \$150/month
- Article Page Banner — starting at \$75/month
- Run Club Hub Banner — starting at \$75/month
- Sidebar Ad (sitewide) — starting at \$250/month
- Multi-article banner placement — starting at \$1500

### Newsletter Display Ads

- Road Report Newsletter Banner — starting at \$60/month

### Content Partnerships

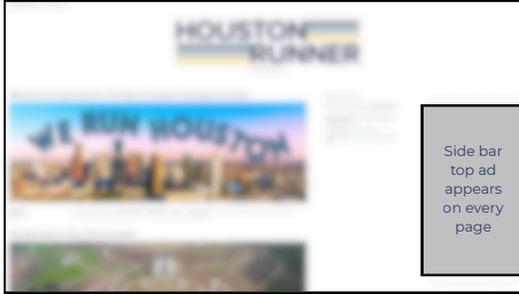
- Sponsored Article — starting at \$200
- Category Sponsorships — starting at \$200/month

### Trial & Bundles

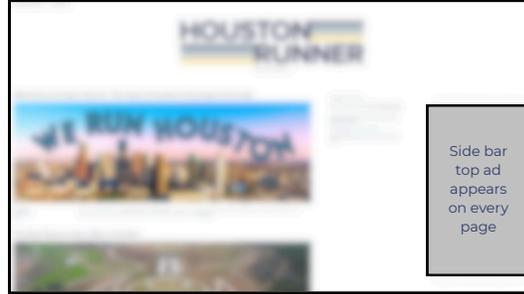
- 6-Week Trial Partnership — starting at \$50
- Bundle discounts available for 3, 6, and 12 months

*Full details, specs, and availability on the following pages.*

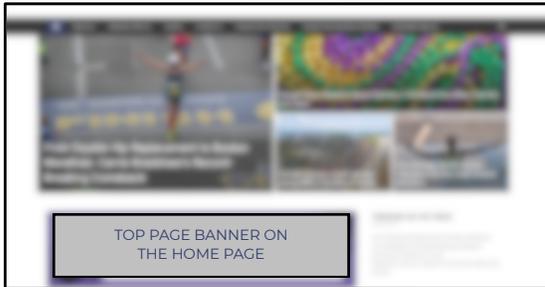
# ADVERTISING RATES: WEBSITE DISPLAY



SIDE BAR TOP AD  
STATIC IMAGE ON EVERY PAGE  
**\$250 a month**



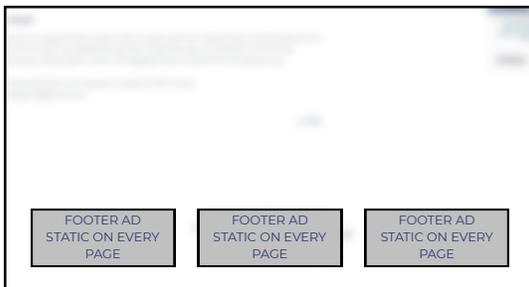
SIDE BAR BOTTOM AD  
STATIC IMAGE ON EVERY PAGE  
**\$250 a month**



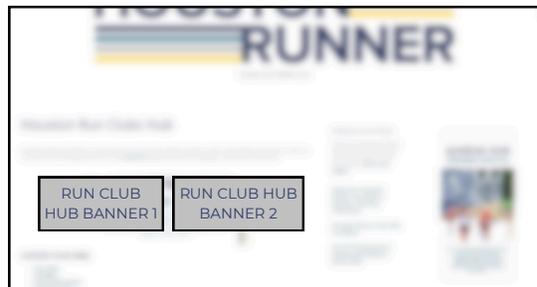
HOME PAGE TOP BANNER  
STATIC IMAGE AT THE TOP OF THE  
HOME PAGE  
**\$150 a month**



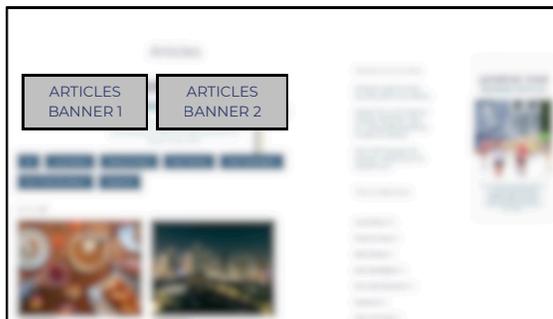
RACE CALENDAR BANNER  
STATIC IMAGE AT THE TOP OF THE  
RACES PAGE  
**\$100 a month**



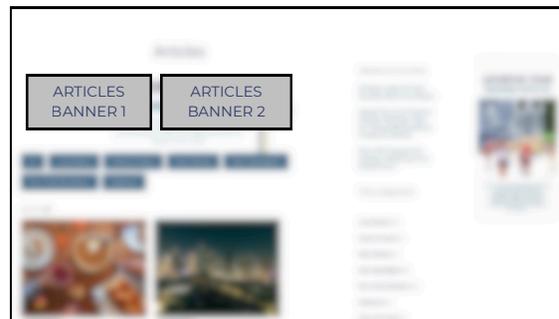
FOOTER AD  
STATIC IMAGE ON EVERY PAGE  
**\$50 a month**



RUN CLUB HUB BANNER 1 & 2  
STATIC IMAGE AT THE TOP OF THE  
RUN CLUB HUB PAGE  
**\$75 a month**



ARTICLES BANNER 1  
STATIC IMAGE AT THE TOP OF THE  
ARTICLES PAGE  
**\$75 a month**



ARTICLES BANNER 2  
STATIC IMAGE AT THE TOP OF THE  
ARTICLES PAGE  
**\$75 a month**

# ADVERTISING RATES: NEWSLETTER

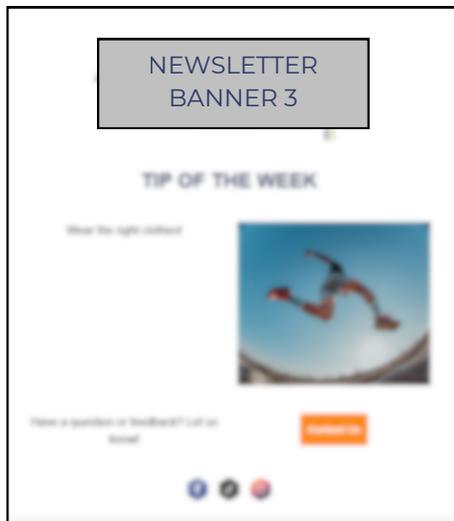
The Houston Runner Road Report launched January 2026 and will hit your inbox every Monday morning. Each issue will feature a letter from the editor, a weekly news roundup, in-depth stories, a race spotlight, training tips, and more.



ROAD REPORT NEWSLETTER  
BANNER 1: FIRST  
ADVERTISEMENT UNDERNEATH  
THE LETTER FROM THE EDITOR  
**\$60 a month**



ROAD REPORT NEWSLETTER  
BANNER 2: SECOND  
ADVERTISEMENT UNDERNEATH  
THE FEATURE STORIES  
**\$50 a month**



ROAD REPORT NEWSLETTER  
BANNER 3: THIRD  
ADVERTISEMENT AT THE  
BOTTOM, ABOVE THE TIP OF  
THE WEEK  
**\$40 a month**

## ADVERTISING RATES: CATEGORY SPONSORSHIP

Align your brand with Houston's running audience by sponsoring one of our popular content series. Category sponsorships give you recurring visibility, strong brand association, and consistent placement within trusted editorial coverage.

### **Run Club Rundown (Monthly) - \$200 per month**

Our monthly spotlight on Houston-area run clubs, highlighting their culture, community impact, and upcoming events. As the presenting sponsor, your brand is featured alongside a popular category.

Includes:

- "Presented by" mention at top of article
- Logo placement within article
- Link to your website
- Social media tag when promoted

### **Paces and Faces (Monthly) - \$200 per month**

By far our most popular articles, a monthly feature highlighting different runners in Houston. Sponsoring Paces and Faces connects your brand to personal journeys that are very popular with our audience.

Includes:

- "Presented by" mention at top of article
- Logo placement within article
- Link to your website
- Social media tag when promoted

### **Race Recaps (Weekly) - \$300 per month**

Published every week, Race Recaps cover local races, standout performances, and key moments across the Houston running scene. This high-frequency feature keeps your brand consistently visible and associated with race-day excitement and achievement.

Includes:

- "Race Recaps presented by" header branding
- Logo placement in each weekly recap (4x per month)
- Website link
- Social tag on recap promotions

These can be bundled

## ADVERTISING RATES: PER-ARTICLE PLACEMENT

Houston Runner publishes 10–12 original articles per month, covering race recaps, run clubs, athlete spotlights, training insights, and community features across the Houston running scene.

Brands looking for visibility can secure placement at the top of every Houston Runner article for a set number of months. This ensures your logo and link appear across all published stories during your partnership period.

### **3 Month Community Partner (About 30 Articles) - \$1500**

Your brand integrated into ~30 Houston Runner articles over approximately three months, creating repeated exposure within editorial content.

Includes:

- Top and bottom advertisement placement in ~30 stories
- Clickable logo + link
- 5 newsletter features

Best for brands seeking meaningful, sustained presence in Houston's running community.

### **6 Month Community Partner (About 60 Articles) - \$2500**

Your brand featured across approximately six months of Houston Runner coverage, ensuring visibility and strong brand association throughout race season.

Includes:

- Top and bottom advertisement placement in ~60 stories
- Clickable logo + link
- 10 newsletter features

Designed for businesses ready to establish long-term brand leadership within the Houston running space.

# ADVERTISING RATES: SPONSORED ARTICLES

A sponsored article is a polished feature written by Houston Runner that highlights your business, event, service, product, or announcement in a way that feels natural to our running community.

Your article is published on the Houston Runner website with a permanent link, meaning it remains accessible and searchable long-term.

## **One-Time Sponsored Article — \$200**

A short, clean promotional feature written in the Houston Runner style.

Includes:

- 250–400 words
- Perfect for a spotlight, announcement, business profile, product highlight, or event feature
- 1–2 photos (you provide, or I can select royalty-free images)
- Published on the Houston Runner website
- Shared once on an Instagram post
- Permanent link on the website

## **Quarterly Sponsored Articles — \$650 (4 per year)**

Ideal for businesses who want recurring visibility throughout the year.

Includes:

- 250–400 words
- 1–2 photos (you provide, or I can select royalty-free images)
- Published on the Houston Runner website
- Shared once on an Instagram post
- Permanent link on the website

## **Every Other Month Sponsored Articles — \$1,000 (6 per year)**

For brands that want consistent coverage and audience touchpoints.

Includes:

- 250–400 words
- 1–2 photos (you provide, or I can select royalty-free images)
- Published on the Houston Runner website
- Shared once on an Instagram post
- Permanent link on the website

## SAMPLE ARTICLE: SPONSORED

### Bayou Endurance Series Brings Competitive, No-Frills Racing to Houston Trails

Houston's running calendar is packed, but a new race series is creating a space for runners who care less about spectacle and more about solid courses, smart organization, and a challenge that feels earned. The Bayou Endurance Series, launching this fall, is a three-race trail and hybrid road series designed for runners who want competition, and courses that showcase Houston's green spaces.

The series includes a 10K, half marathon, and 25K spread across three months, each hosted at a different park along the city's bayou system. While each race stands alone, runners who complete all three are automatically entered into the overall series standings, with cumulative times determining awards.

Race director Alex Moreno says the idea came from years of racing locally and noticing a gap. "There are a lot of great one-off races in Houston," Moreno said. "But there aren't many options for runners who want a series they can train toward, compare results across races, and feel like they're part of something bigger."

What sets Bayou Endurance apart is its intentional simplicity. Courses are clearly marked and measured, aid stations are placed where runners actually need them, and start times are early enough to beat the worst of the heat. Field sizes are capped to avoid overcrowded trails, and wave starts are used to keep things moving smoothly.

The series also leans into Houston's diverse running community. Each race features equal prize purses for men and women, age-group awards that go deeper than the standard top three, and discounted registration for local run club members. Volunteers are recruited directly from neighborhood groups near each park, keeping the races connected to the communities they pass through.

Registration for the Bayou Endurance Series opens August 15, with early-bird pricing available for both individual races and the full series. Runners can expect detailed course maps, elevation profiles, and race-week communication well ahead of each event.

For runners looking for a reason to stay consistent through the fall, the Bayou Endurance Series offers a straightforward promise: well-run races, honest distances, and a reason to show up ready.

## 6-WEEK TRIAL PARTNERSHIP

Curious what consistent visibility on Houston Runner can do for your brand? Our 6-Week Trial Partnership is designed as a low-risk opportunity for businesses to experience advertisements on the website.

For six weeks, your brand can secure placement in Houston Runner, choose the ad space that works best for you from the options and prices below. This gives you repeated visibility and access to our targeted local audience, making it the perfect way to test performance, engagement, and brand recognition before committing to a longer-term partnership. Below are the options, with special trial prices.

Placement	Price	Description	Visibility
<b>Sidebar</b>	\$200	Sticky or standard sidebar ad appearing on every page of the site	Maximum exposure across all articles and pages
<b>Homepage Banner</b>	\$100	Banner Banner at the top of the homepage	High visibility for homepage visitors
<b>Run Club Hub</b>	\$70	Featured placement on the dedicated Run Club page	Targeted to runners looking for clubs and community
<b>Article Page</b>	\$70	Placement within or alongside individual articles	Seen by readers engaged with specific stories
<b>Newsletter</b>	\$50	Banner at the top of Houston Runner email newsletter	Directly reaches subscribers with high engagement
<b>Top of 15 Articles</b>	\$350	Featured banner placement at the top of 15 selected articles	Maximum repeated exposure across multiple stories

# BUNDLE DEALS

## Sidebar Spotlight Bundle

Includes sidebar top OR sidebar bottom ads on every page.  
Bundle pricing reflects discounted long-term commitments.

Duration	Price	Notes/Saving
1 month	\$250	1 month rate
3 months	\$700	Save 5%
6 months	\$1350	Save 10%
12 months	\$2500	Save 15%

## Footer Ad Bundle

Appears at the bottom on every page.  
Bundle pricing reflects discounted long-term commitments.

Duration	Price	Notes/Saving
1 month	\$50	1 month rate
3 months	\$135	Save 5%
6 months	\$270	Save 10%
12 months	\$510	Save 15%

# BUNDLE DEALS

## Run Club Hub Banner

Appears only on the Run Club Hub

Bundle pricing reflects discounted long-term commitments.

Duration	Price	Notes/Saving
1 month	\$75	1 month rate
3 months	\$210	Save 5%
6 months	\$400	Save 10%
12 months	\$760	Save 15%

## Article Page Banner

Appears only on the Article page.

Bundle pricing reflects discounted long-term commitments.

Duration	Price	Notes/Saving
1 month	\$75	1 month rate
3 months	\$210	Save 5%
6 months	\$400	Save 10%
12 months	\$760	Save 15%

# ADVERTISING SPECIFICATIONS

UNIT NAME	DIMENSIONS (w x h)	FILE TYPE	SUBMISSION LEAD TIME
SIDE BAR TOP & BOTTOM AD	1200 x 2500 px	PNG, JPEG	DUE BY THE 20TH OF EACH MONTH
FOOTER AD	500 x 300 px	PNG, JPEG	DUE BY THE 20TH OF EACH MONTH
RUN CLUB HUB BANNER 1 & 2	800 x 300 px	PNG, JPEG	DUE BY THE 20TH OF EACH MONTH
RACE CALENDAR TOP BANNER	900 x 300 px	PNG, JPEG	DUE BY THE 20TH OF EACH MONTH
HOME PAGE TOP BANNER	800 x 200 px	PNG, JPEG	DUE BY THE 20TH OF EACH MONTH
ARTICLE PAGE BANNER 1 & 2	800 x 300 px	PNG, JPEG	DUE BY THE 20TH OF EACH MONTH
NEWSLETTER BANNER 1, 2, 3	900 x 300 px	PNG, JPEG	DUE BY THE 20TH OF EACH MONTH

# GET IN TOUCH

Ready to advertise or want to learn more? We'd love to hear from you!

- **Email:** [carly@houstonrunner.com](mailto:carly@houstonrunner.com)
- **Instagram DM:** [@houston.runner](https://www.instagram.com/houston.runner)
- **Website:** [www.houstonrunner.com](http://www.houstonrunner.com)
- Want to schedule a call? Just send us an email and we'll set up a time.

Let's team up and share your brand with Houston's running community!

