

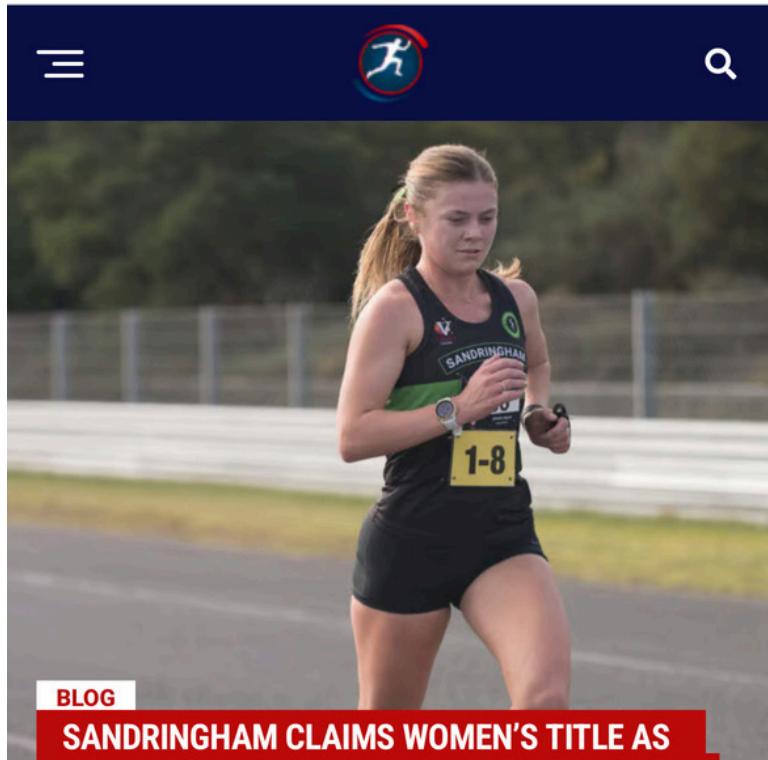
ATHLETICS & RUNNING DIGITAL MEDIA NETWORK



2 OTTERS

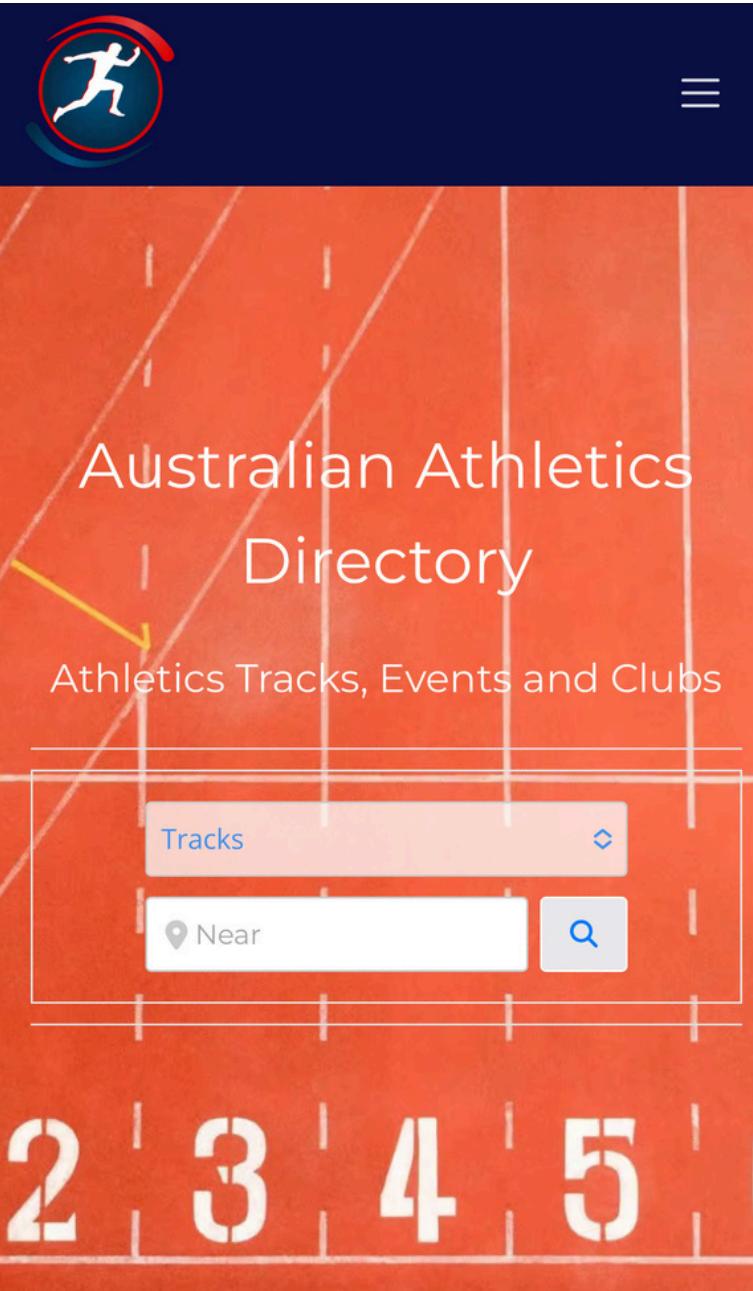
MEDIA KIT
January 2026

OUR PLATFORMS



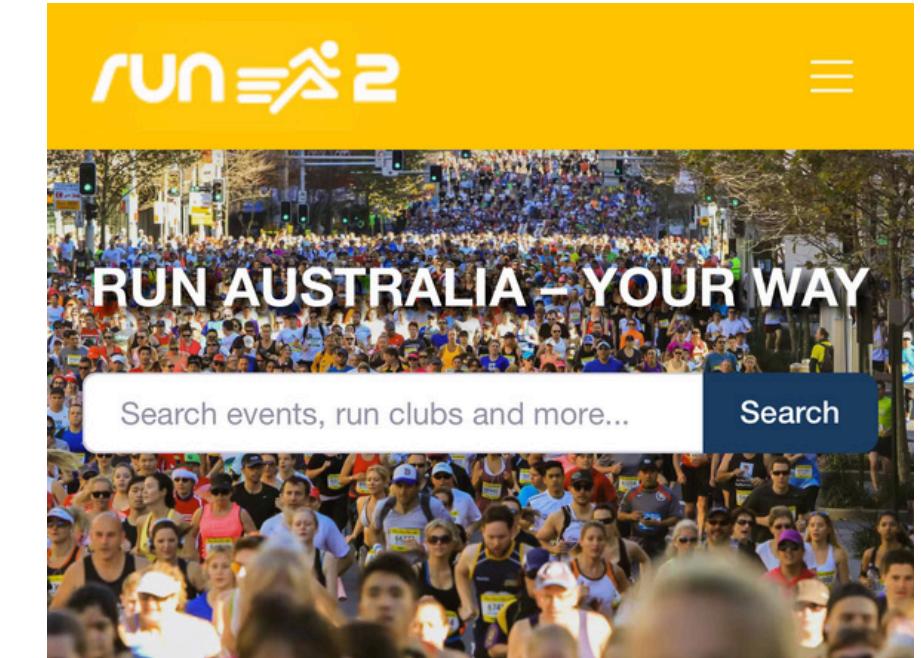
insideathletics.com.au

Editorial and photography



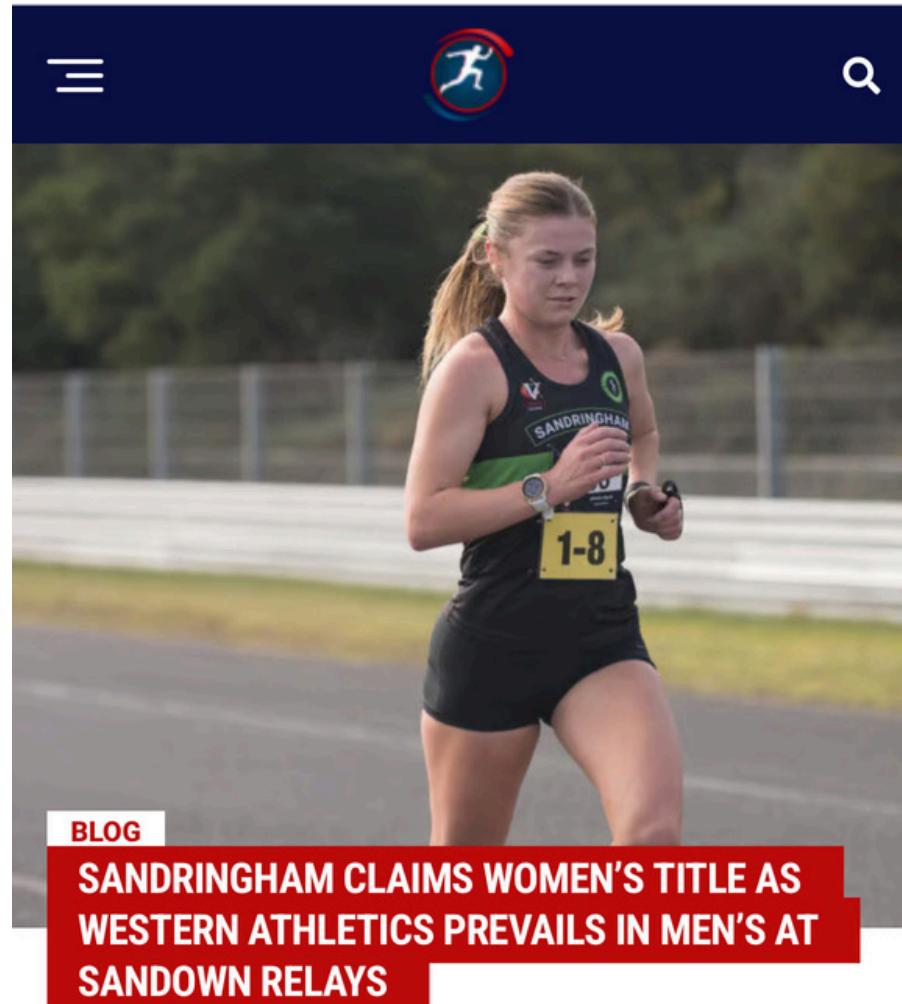
aths.au

Athletics track directory



run2.au

Running event directory



THE TRUSTED VOICE OF AUSTRALIAN ATHLETICS

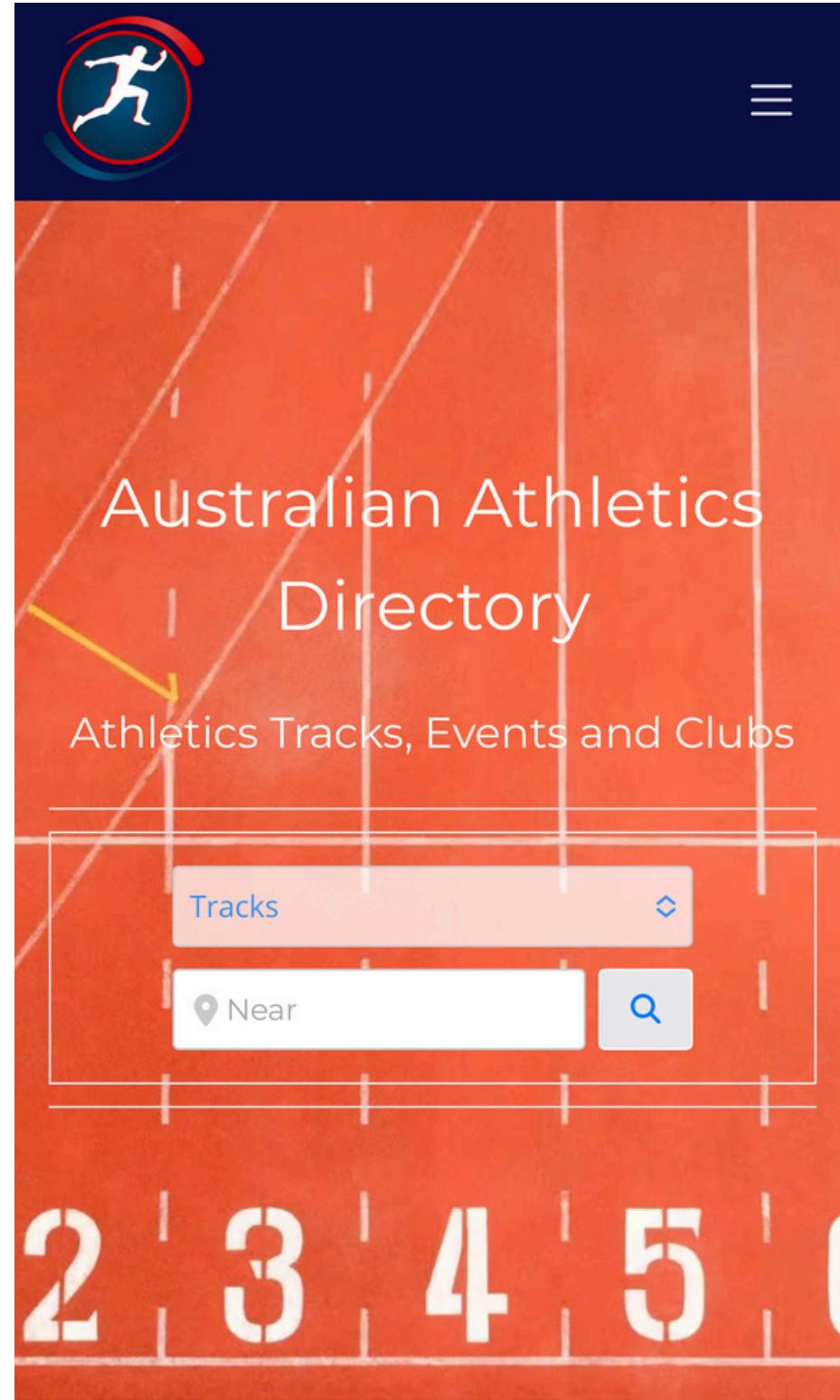
- Covers the full spectrum of athletics from state to national and international
- Original photography (100K photos since 2007), athlete interviews, and news coverage and analysis that resonates with the community.
- Highly engaged audience during competition periods – ideal for time-sensitive campaigns.
- Opportunities for advertising, content integration, branded features, and photography sponsorships.

R U N 2 . A U



THE HOME OF RECREATIONAL RUNNERS

- National directory featuring run clubs, parkruns, events and coaching options.
- Optimised for geographic and local search – perfect for regional targeting.
- Welcoming tone that appeals to both new and experienced runners.
- Ideal for partners looking to connect with Australia's growing recreational running scene.



AUSTRALIA'S ATHLETICS TRACK DIRECTORY

- The only comprehensive online guide to athletics venues and clubs nationwide.
- Used by athletes, coaches and club administrators to find and share track info.
- Valuable tool for brands, governing bodies and suppliers looking to reach the athletics infrastructure ecosystem.
- Supports grassroots to elite alignment through clear, useful information.



AUSTRALIA'S LARGEST RANGE OF REPLACEMENT SPIKES



Customer Reviews

- Niche ecommerce store with 2K+ customers, specialising in replacement spikes and accessories.
- Appeals directly to families and athletes from Little Athletics, schools, club system right through to Olympians.
- Outstanding customer loyalty and satisfaction: 4.86 out of 5 stars and NPS of 69.
- High-conversion platform for trials, promo offers and inserts in a competitive market.

OUR PLATFORMS

insideathletics.com.au: the trusted voice of Australian athletics

run2.au: the home of recreational runners in Australia

aths.au: Australia's athletics track directory

spikes.au: Australia's largest range of replacement spikes



100K

MONTHLY AD
IMPRESSIONS



8K

FACEBOOK + INSTAGRAM
FOLLOWERS



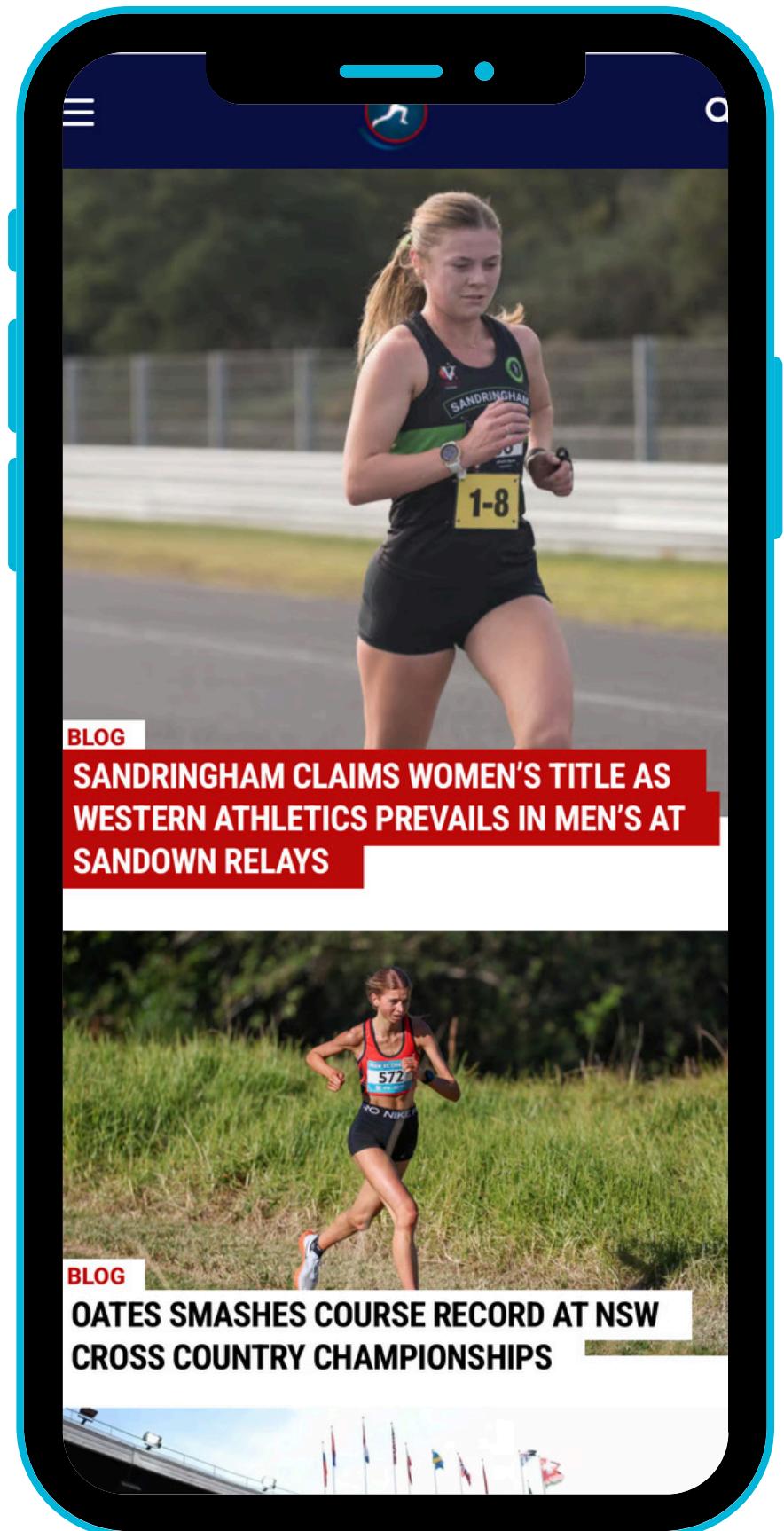
7.5K

EMAIL
SUBSCRIBERS

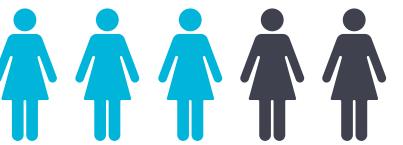


41%

EMAIL OPEN
RATE



THE AUDIENCE



61:39

MEN:WOMEN



25 - 54

AGE



81%

EASTERN
SEABOARD

PARTNERSHIP PACKAGES

STANDARD

- ✓ 2 Newsletter sponsorships
- ✓ 40K ad impressions
- ✓ 2 social posts

Total value = \$1300

**\$950
PER MONTH**

PREMIUM

- ✓ 4 Newsletter sponsorships
- ✓ 80K ad impressions
- ✓ 4 social posts

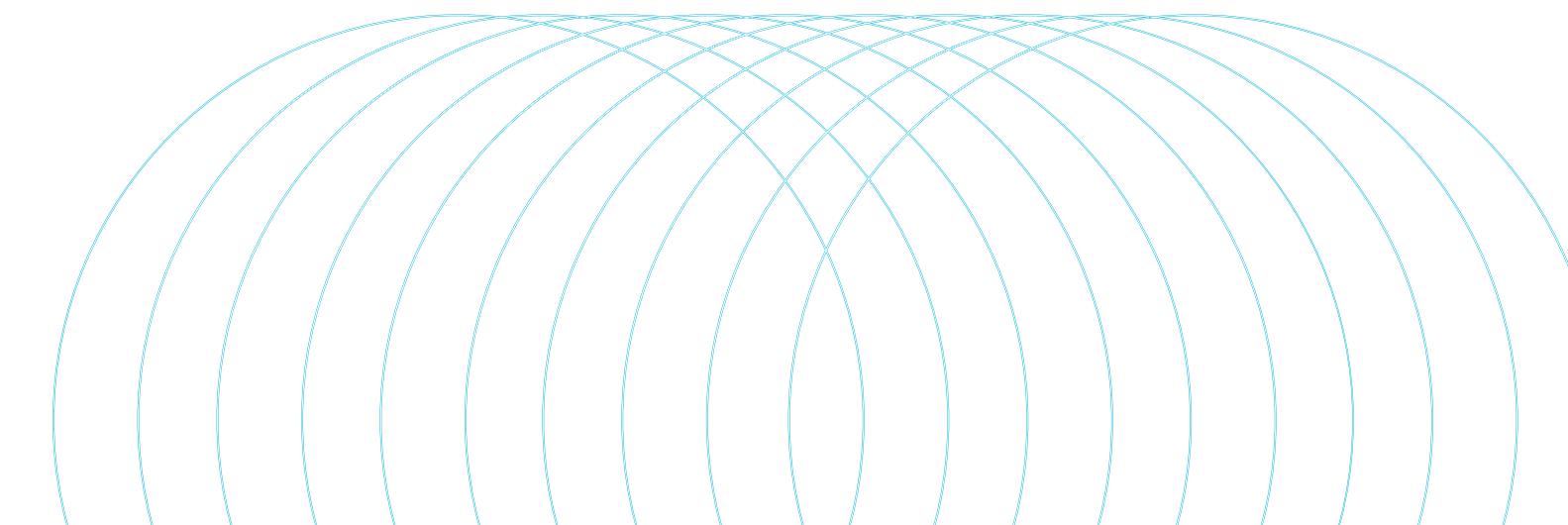
Total value = \$2,600

**\$1,750
PER MONTH**

CUSTOM

- ✓ Tell us what you need to achieve
- and
- ✓ We'll build you a plan
- ✓ To achieve it

UPON REQUEST



A LA CARTE DISPLAY ADVERTISING

| Item | Price | Rate | Description |
|------------------------|-------|----------|---|
| Display ads | \$320 | \$8 CPM | 728x90px header and 300x250px inline 40K minimum impressions monthly |
| Newsletter sponsorship | \$300 | \$50 CPM | Above the fold ad & copy 6K distribution with 41% average open rate |
| Social post | \$200 | \$25 CPM | 8K Facebook audience, 6K Instagram |

PORTFOLIO BESPOKE OPPORTUNITIES



PHOTO COMP

OCTOBER 2026
NAMING RIGHTS



FAVOURITE TRACK

OCTOBER 2026
NAMING RIGHTS



REGIONAL STARS

OCTOBER 2026
NAMING RIGHTS



ATHLETE PROFILES

ONGOING
ATHLETE FEATURES WITH
INTEGRATED PLACEMENT

High-conversion platform for trials, promo offers and inserts in a competitive market.

≡ MENU



2,200 orders fulfilled annually

LOYALTY THAT SPANS GENERATIONS

"Thank you for your great shop.

These spikes are for my grandson. I always purchased my now 32yr old son's spikes from the shops when he was running as a kid.

I could not believe you could no longer purchase spare spikes from sporting shops anywhere! Thank goodness I found your website.

Thank you for keeping the prices low and for the great information you provide."

Penny
Moss Vale, NSW



Customer Reviews

BESPOKE CAMPAIGN PRICING

| Item | Price | Description |
|---|---------|--|
| Photo Comp October 2026 | \$5,000 | 6th annual edition celebrating grassroots athletics photographers. Promoted with dedicated EDMs and social campaign including audience voting. \$1500 allocated towards prizemoney. |
| Favourite Track Comp October 2026 | \$3,500 | Naming rights sponsorship of community voted social media competition to name Australia's favourite athletics track. Deep engagement across Australia at start of season. |
| Regional Stars November 2026 | \$2,500 | Promoted with dedicated EDMs and social campaign including audience voting. \$2,000 towards 4x\$500 grants to regional teenage athletes. |
| Integrated athlete profiles | \$750 | Athlete feature tied to event or product promotion, with newsletter headline feature and social post with amplification. |
| Ecommerce inserts | \$500 | 1,000 flyer or product sample (<2cm height) distributed with spikes.au over 6 month period. Material to be provided to us for fulfillment. Maximum 2 slots available every 6 months, or \$750 for exclusivity. |

Contact Us



2otters.com.au



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