

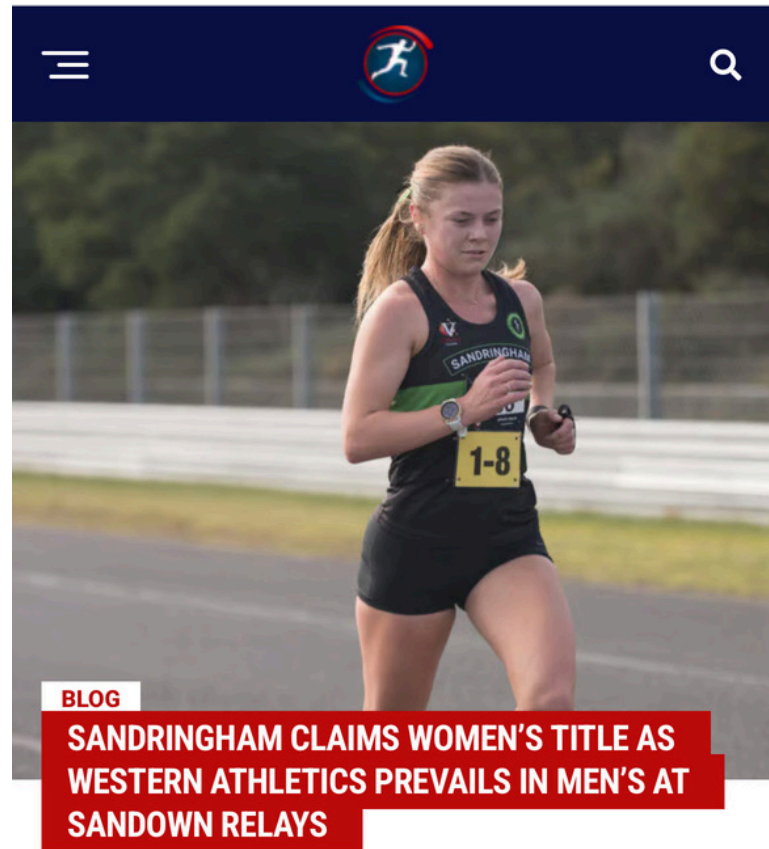
ATHLETICS & RUNNING DIGITAL MEDIA NETWORK



MEDIA KIT

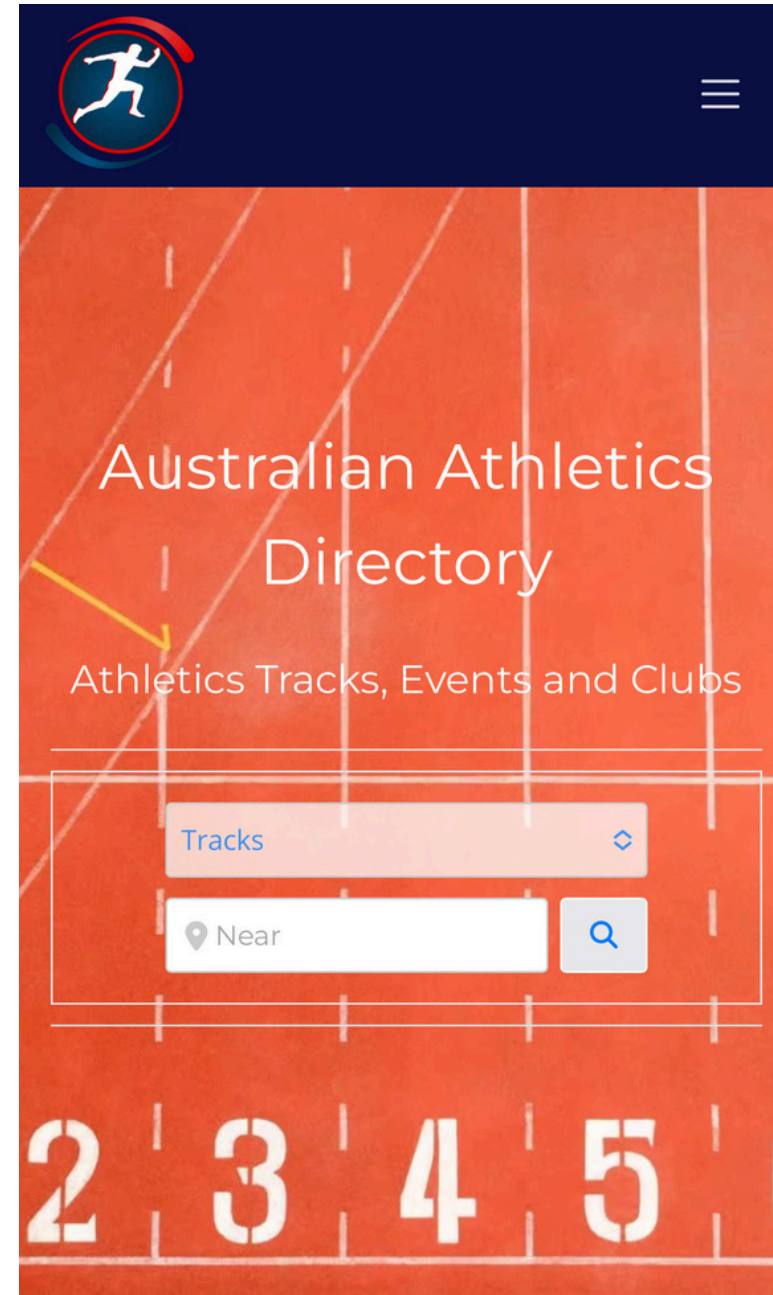
January 2026

OUR PLATFORMS



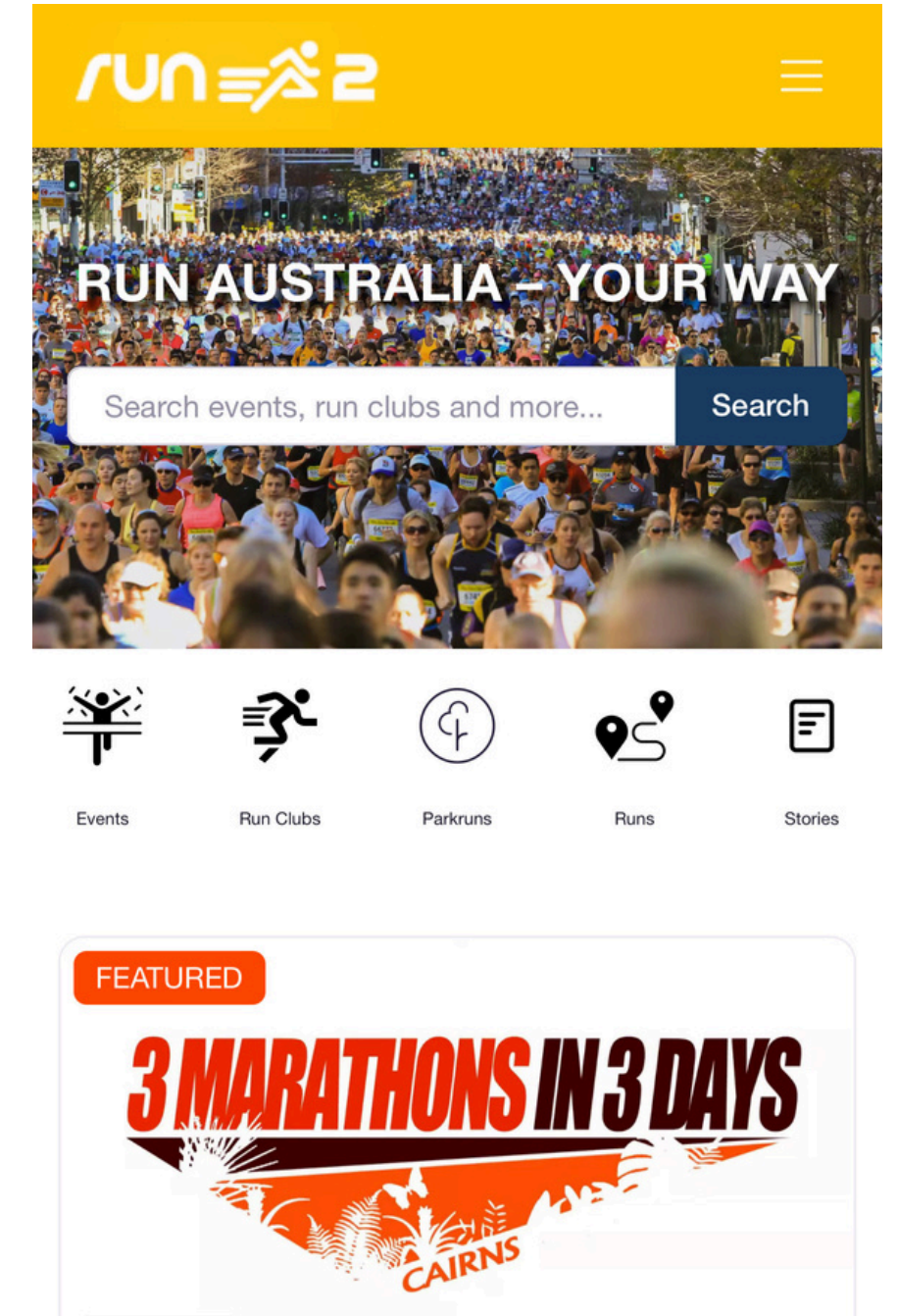
insideathletics.com.au

Editorial and photography



aths.au

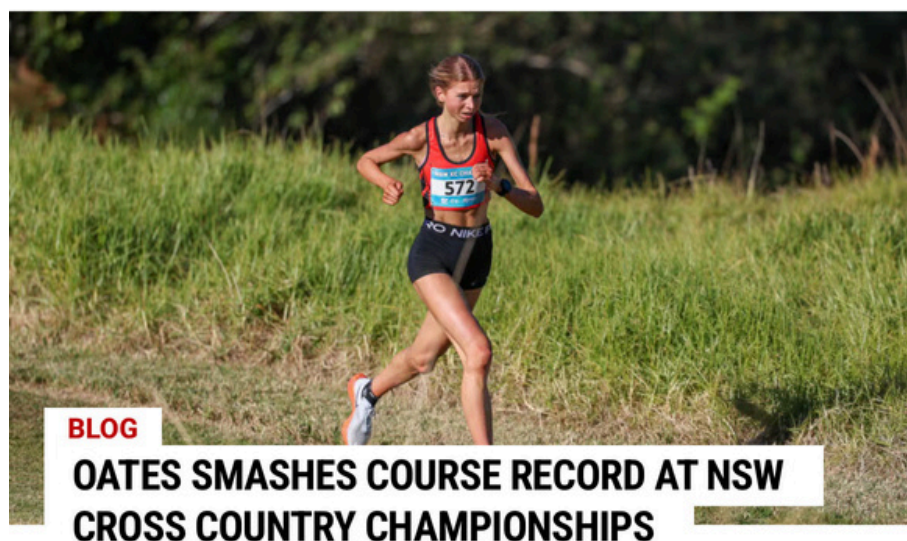
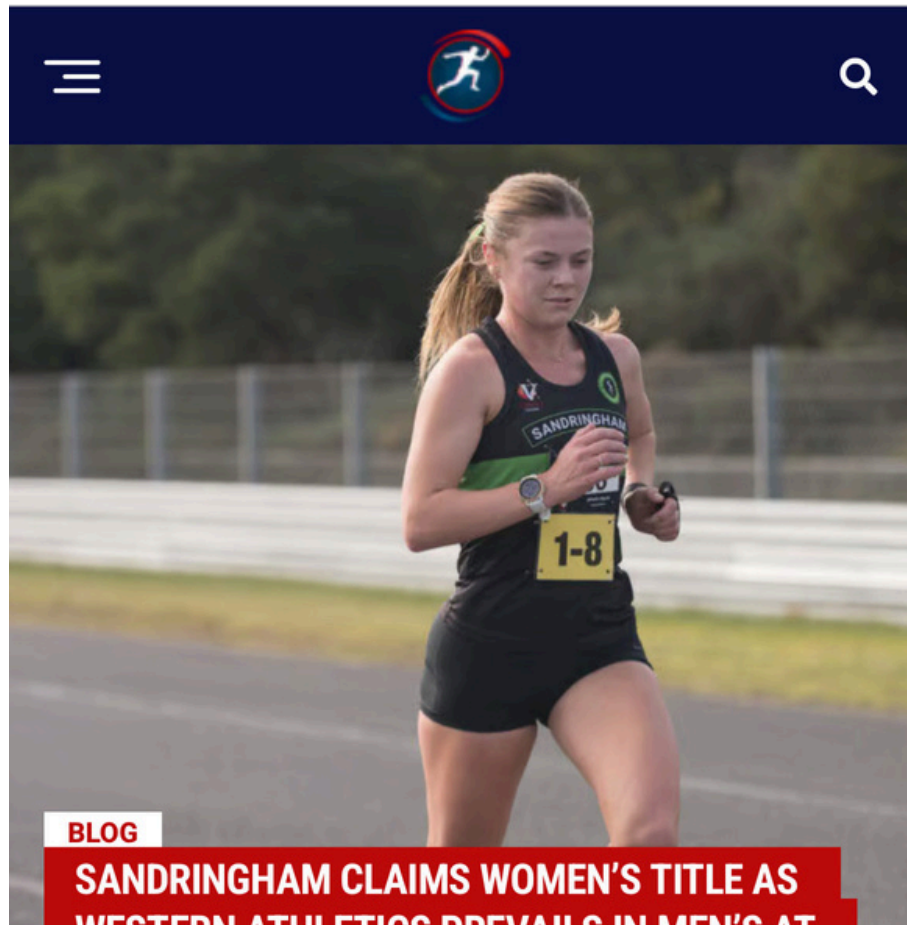
Athletics track directory



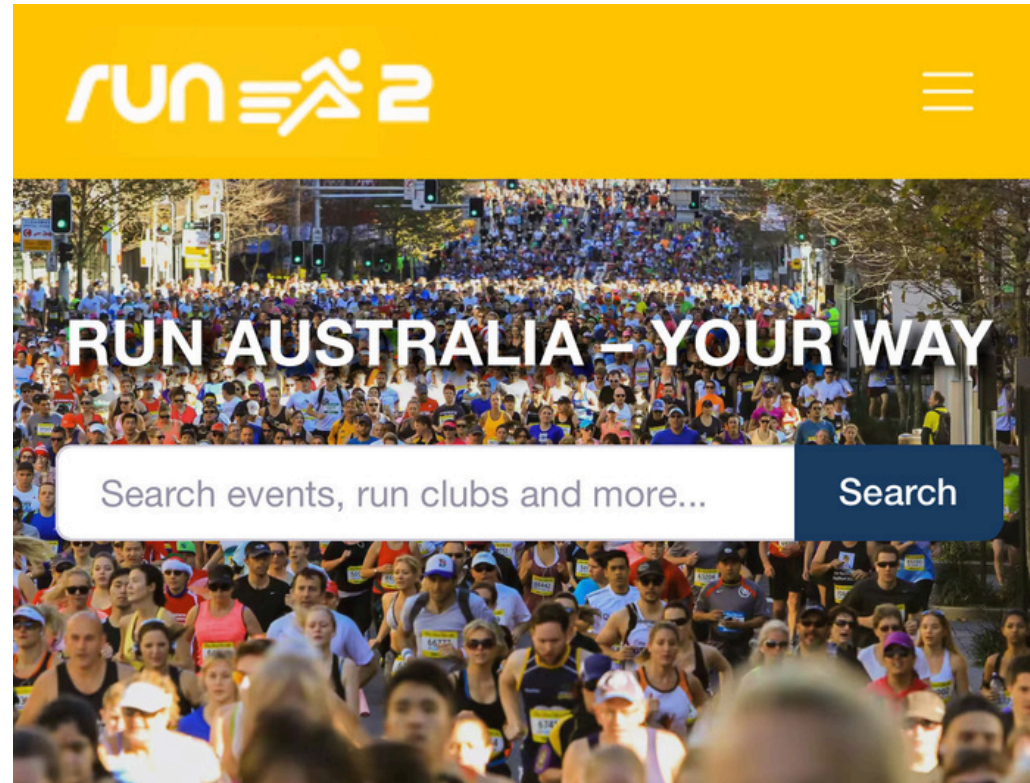
run2.au

Running event directory

THE TRUSTED VOICE OF AUSTRALIAN ATHLETICS

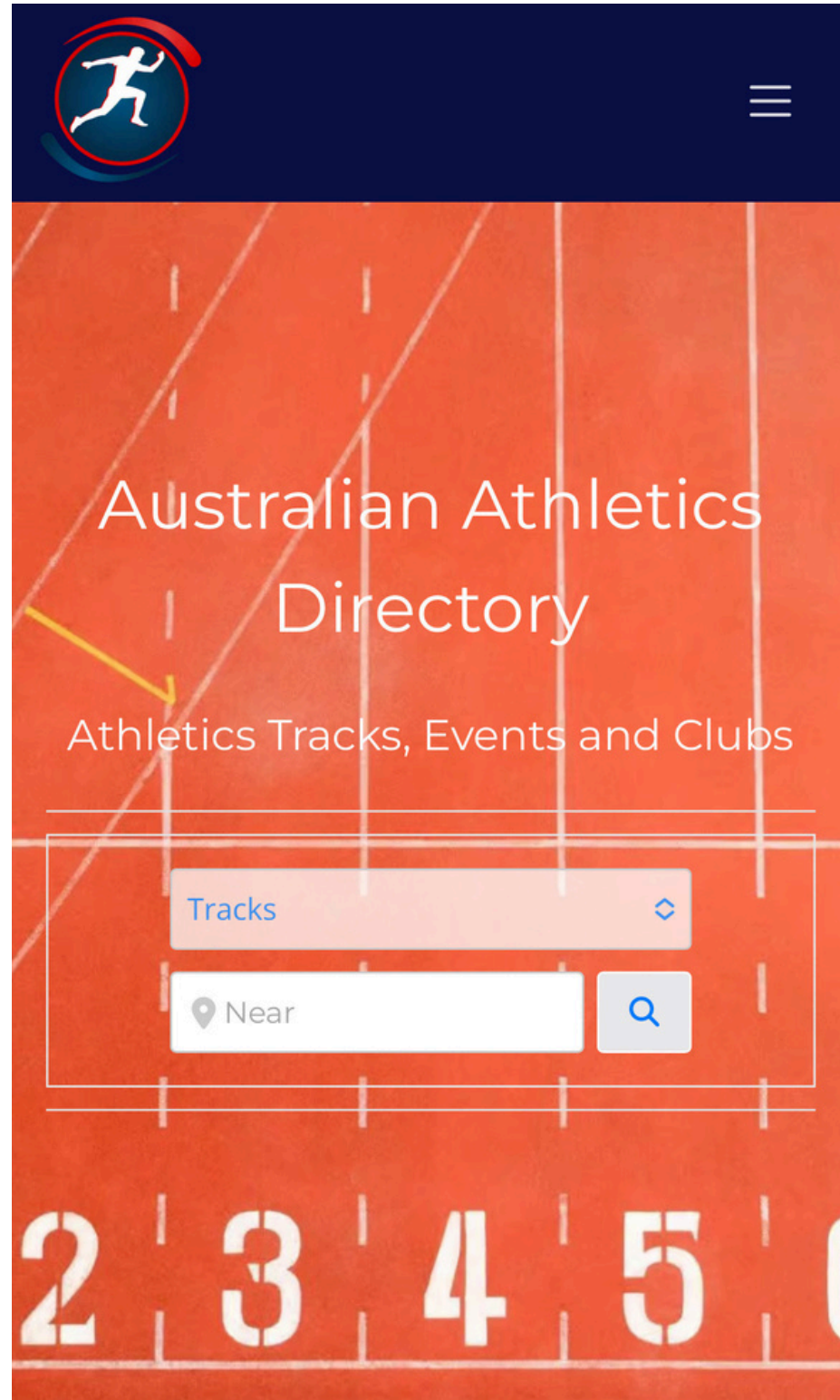


- Covers the full spectrum of athletics from state to national and international
- Original photography (100K photos since 2007), athlete interviews, and news coverage and analysis that resonates with the community.
- Highly engaged audience during competition periods — ideal for time-sensitive campaigns.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



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.

S P I K E S . A U

≡ MENU



Customer Reviews

AUSTRALIA'S LARGEST RANGE OF REPLACEMENT SPIKES

- 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



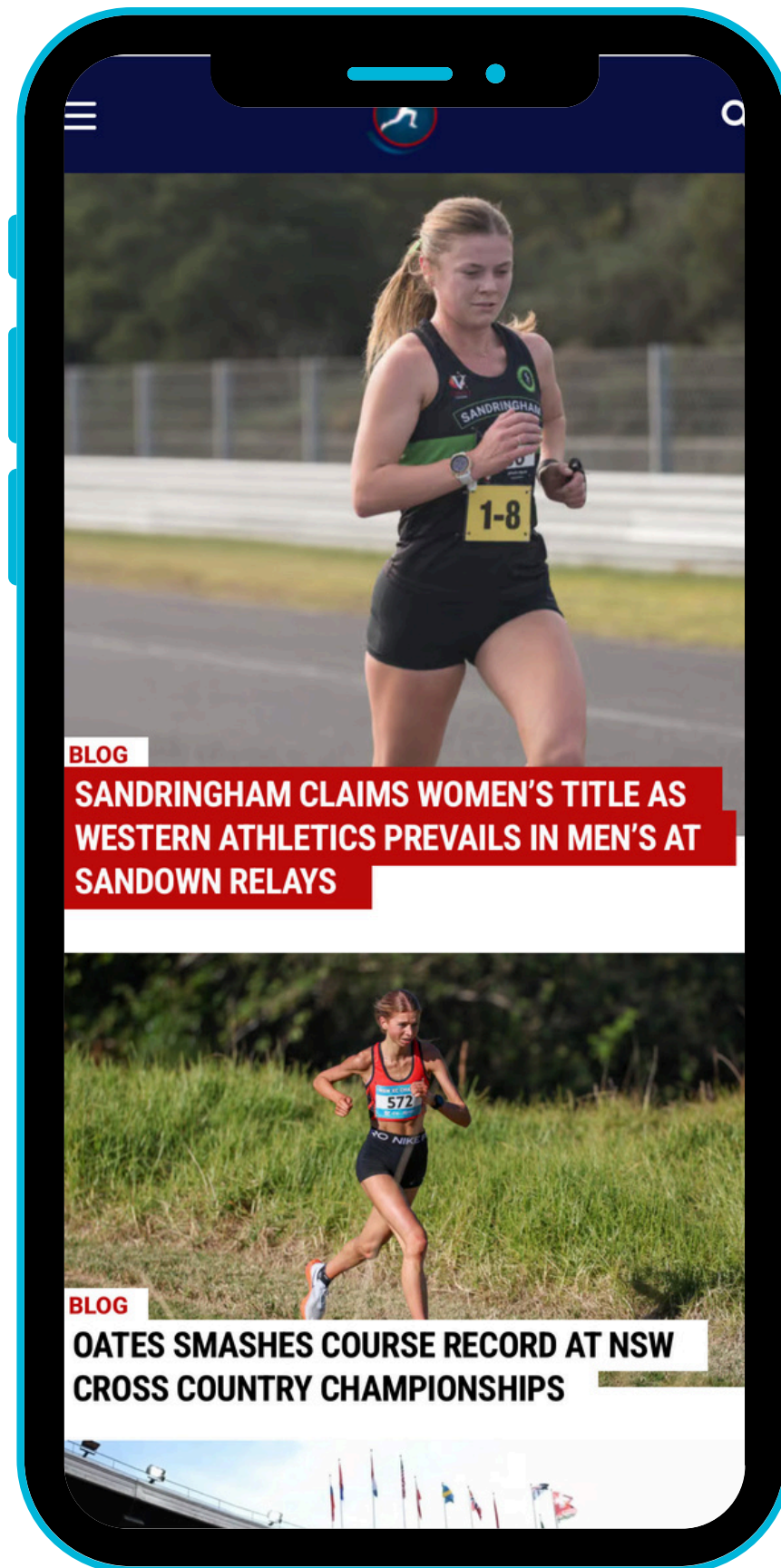
7.5K

EMAIL
SUBSCRIBERS



41%

EMAIL OPEN
RATE



THE AUDIENCE



61:39

MEN:WOMEN



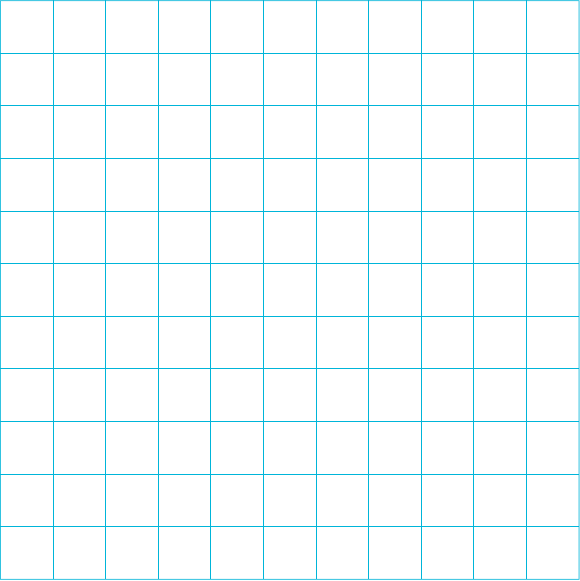
25 - 54

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

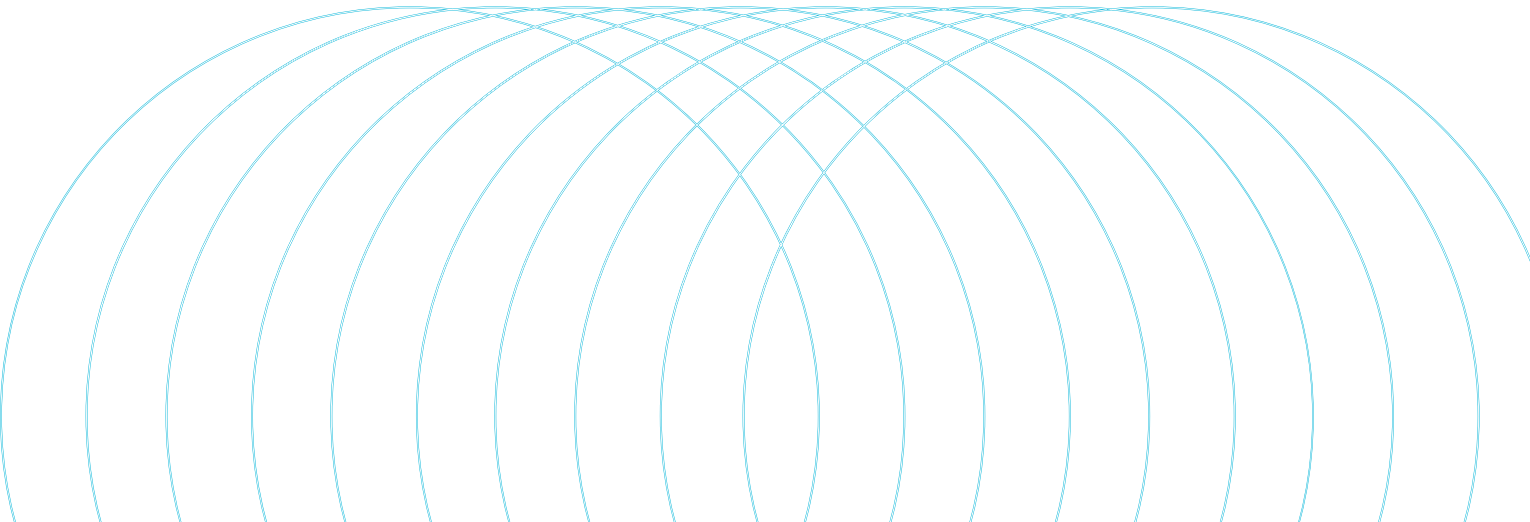
Total value = \$2,600

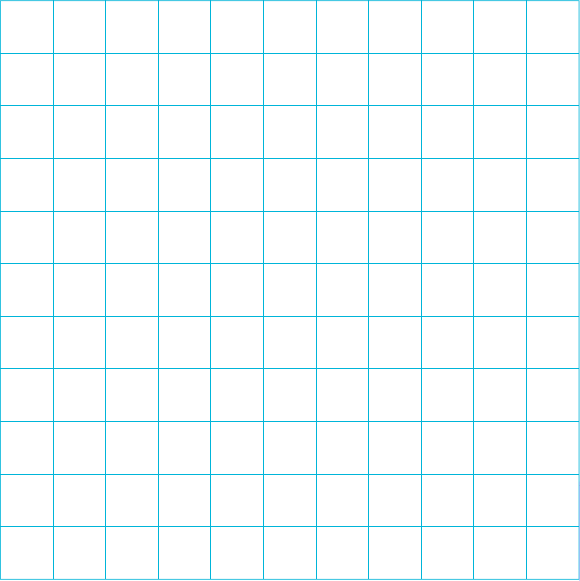
\$ 1,750
PER MONTH

CUSTOM

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

UPON REQUEST

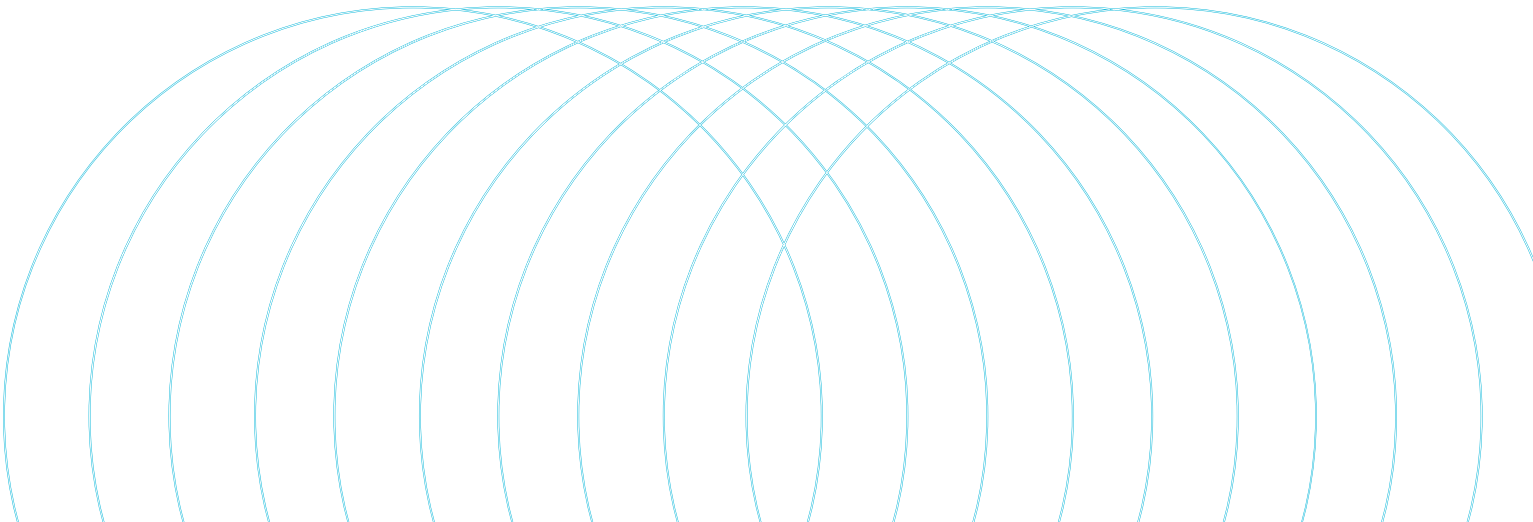




A L A C A R T E

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

S P I K E S . A U

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

2,200 orders fulfilled annually

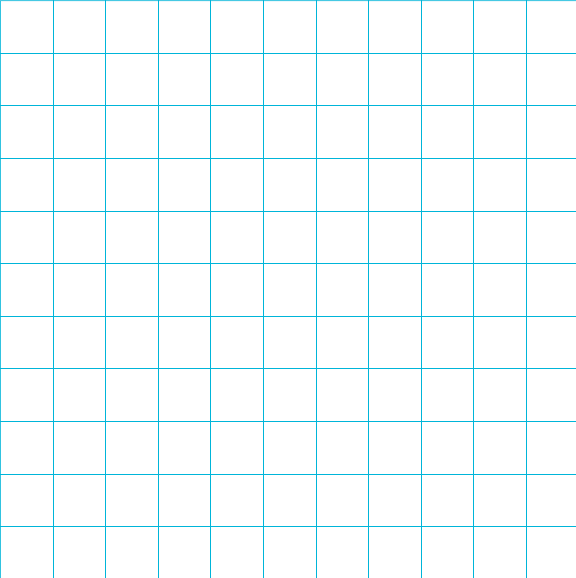
LOYALTY THAT SPANS GENERATIONS

*"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

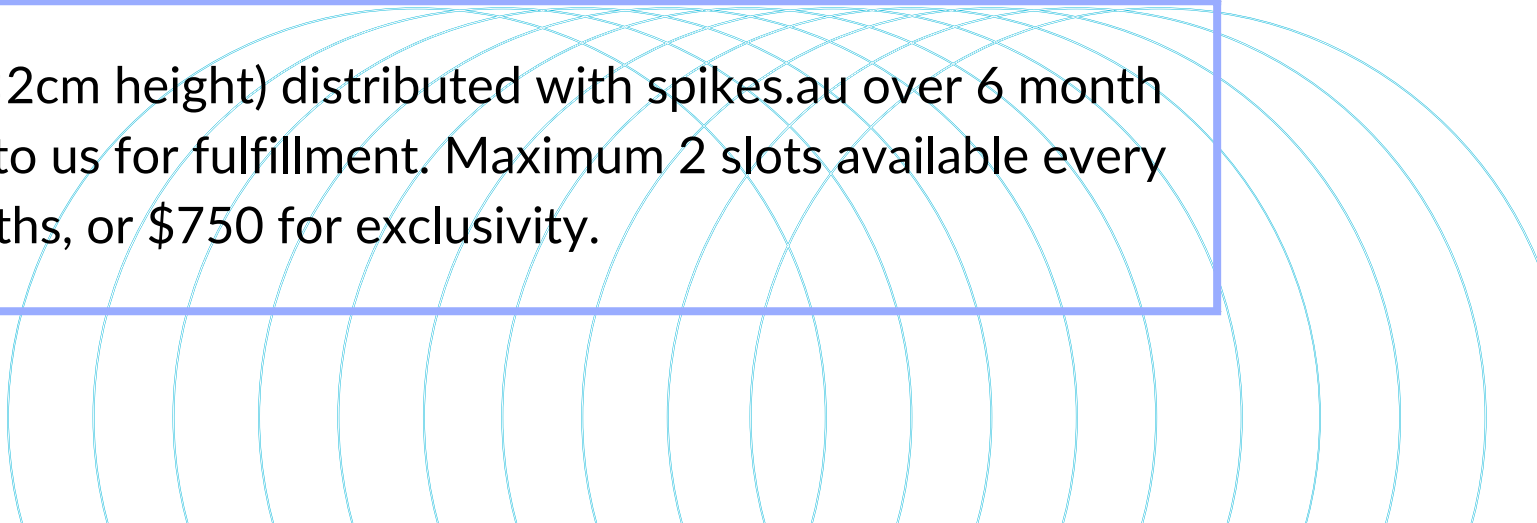


Customer Reviews

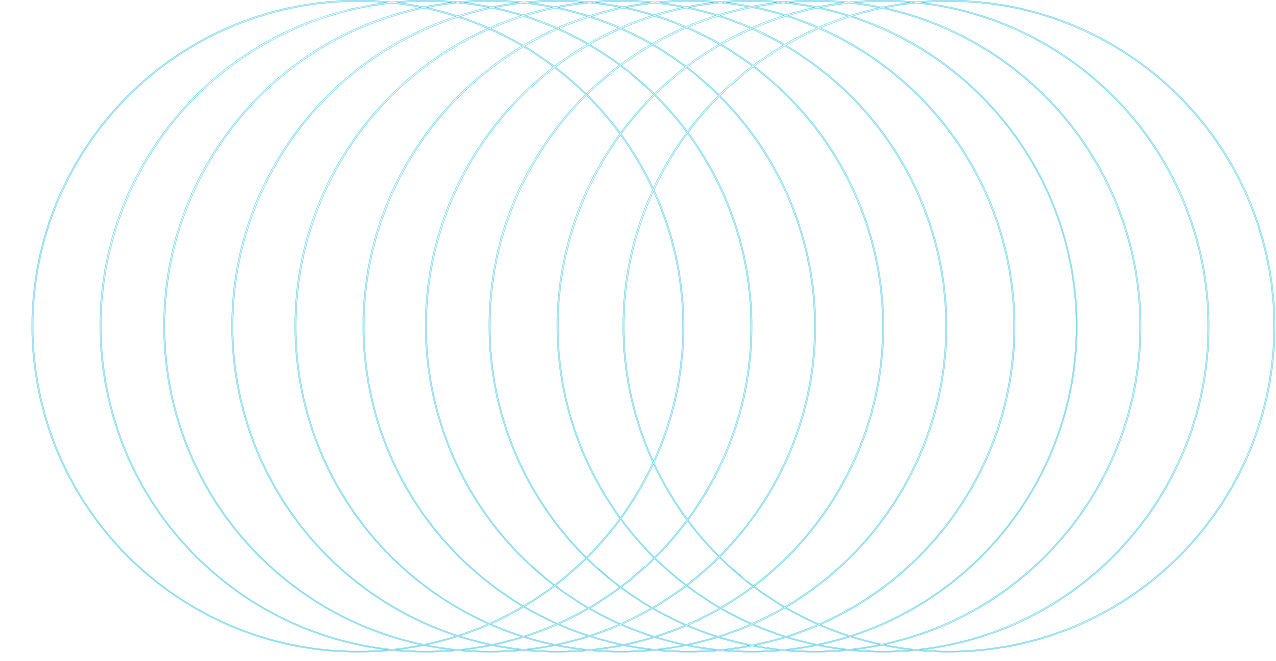
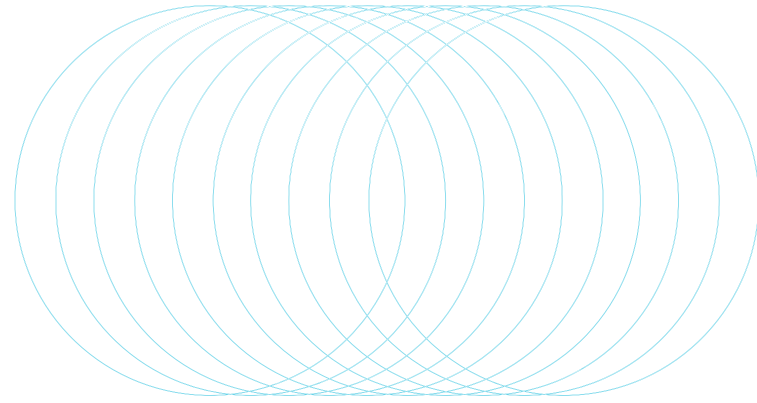


BESPOKE CAMPAIGN PRICING

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



hello@2otters.com.au



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