CELEBRATING 100 ISSUES IN 2026!



2026 MEDIA KIT

PRINT / DIGITAL INTERACTIVE MAGAZINE • WEBSITE

SOCIAL MEDIA • VIDEO • E-BLAST • PREMIUM LISTING

The Primary Purpose

Oklahoma Sports & Fitness Magazine is focused on **educating, inspiring, motivating, and entertaining** athletes of all levels and abilities in the state of Oklahoma and the surrounding region.

Enhanced Exposure: More Magazines and Online

Oklahoma Sports & Fitness is available free to the public

at over 180 locations throughout the state and region. These locations include specialty running stores, bicycle shops, fitness facilities, coffee shops, various restaurants, book retailers, and physician offices.

The Oklahoma Sports & Fitness website

includes an interactive online edition of each issue.
Furthermore, our website offers the most comprehensive event calendar in the region.

Oklahoma Sports & Fitness has a readership over 11,500 per issue, including paid subscriptions, free distribution and online interactive editions.



Defined Target Audience

As an advertiser, your highest priority is to get your event, product, or services in front of your primary target audience.

When you advertise to a general audience through a local newspaper or periodical, you take a stab in the dark that those interested in health & fitness will even see your message.

Oklahoma Sports & Fitness takes the guesswork out of who exactly will be viewing your advertisements.

Demographic Information: Young, Active, and Educated

27% of our subscriber distribution is comprised of females age 25-34

19% of our subscriber distribution is comprised of males age 25-34

22% of our subscribers are females age 35-44

11% of our subscribers are males age 35-44

7% of our subscriber are females age 18-24

2% of our subscribers are males age 18-24

7% of our subscribers are females age 45-54

3% of our subscribers are males age 45-54

1% of our subscribers are females under age 18

< 1% of our subscribers are males under age 18

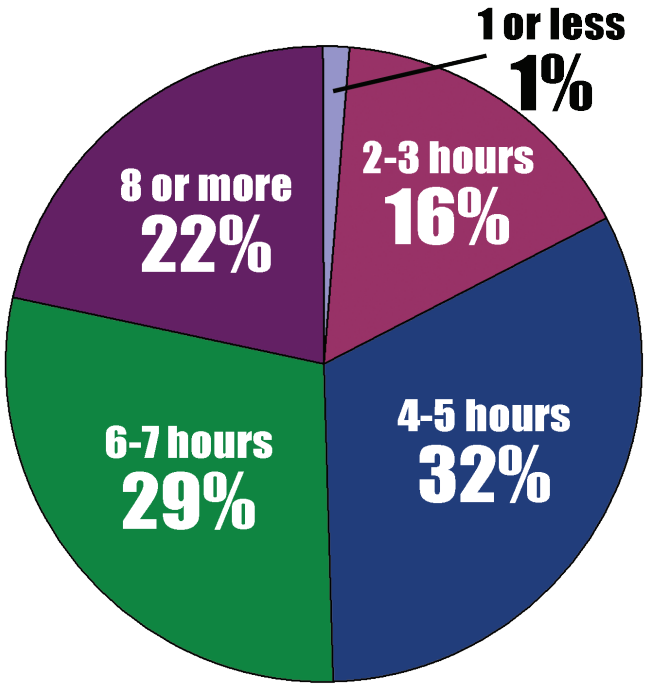
< 1% of our subscribers are females age 55 and over

< 1% of our subscribers are males age 55 and over

80% of our subscribers have a Bachelors or Post Graduation Degree

71% of our subscribers are professionals, executives or business owners

39% of our subscribers earn more than $100,000 in annual household income



How Many Hours Per Week Do Our Readers Exercise?

Source: 2,445 individuals surveyed on www.oksportsandfitness.com

A strong majority of our readers recognize the importance of staying physically fit. We offer our readers compelling and useful editorial on a regular basis via our magazine, website, and e-newsletter. With each issue, we connect our readers to all the activities happening around our beautiful state, and we feature the stories and experiences of everyday people who have adopted a healthy lifestyle.

Oklahoma Sports & Fitness readership is comprised of all ages of runners, walkers, cyclists, triathletes, endurance athletes, fitness enthusiasts, and individuals who are simply considering a healthy lifestyle change.

Why Advertising With OKLAHOMA sports & fitness Works

OKSPORTSANDFITNESS.COM

- **Market Penetration:** Oklahoma Sports & Fitness is THE premier running, endurance sports, multi-sport, and fitness publication in Oklahoma and the surrounding region.
- **Community Interest:** Through many of the events we endorse, our publication promotes a variety of non-profit organizations throughout the state and nation.
- **Proud History:** We have been in business over 42 years, and remain the only publication of its kind in the state of Oklahoma and the surrounding region.
- **Target Audience:** We are mailed directly to the homes of individuals specifically interested in being fit.
- **Effective Distribution:** We are available free to the public at multiple locations throughout the region.
- **Mobile / Digital Availability:** Each issue is available in interactive format at oksportsandfitness.com.
- **Reader Retention:** 75% of readers report keeping the magazine for more than three weeks. Athletes enjoy reading Oklahoma Sports & Fitness cover to cover!
- **Affordable Results:** We offer affordable ad rates and sizes to fit any advertising budget.

ATTENTION EVENT DIRECTORS!

Average Number of Participants...

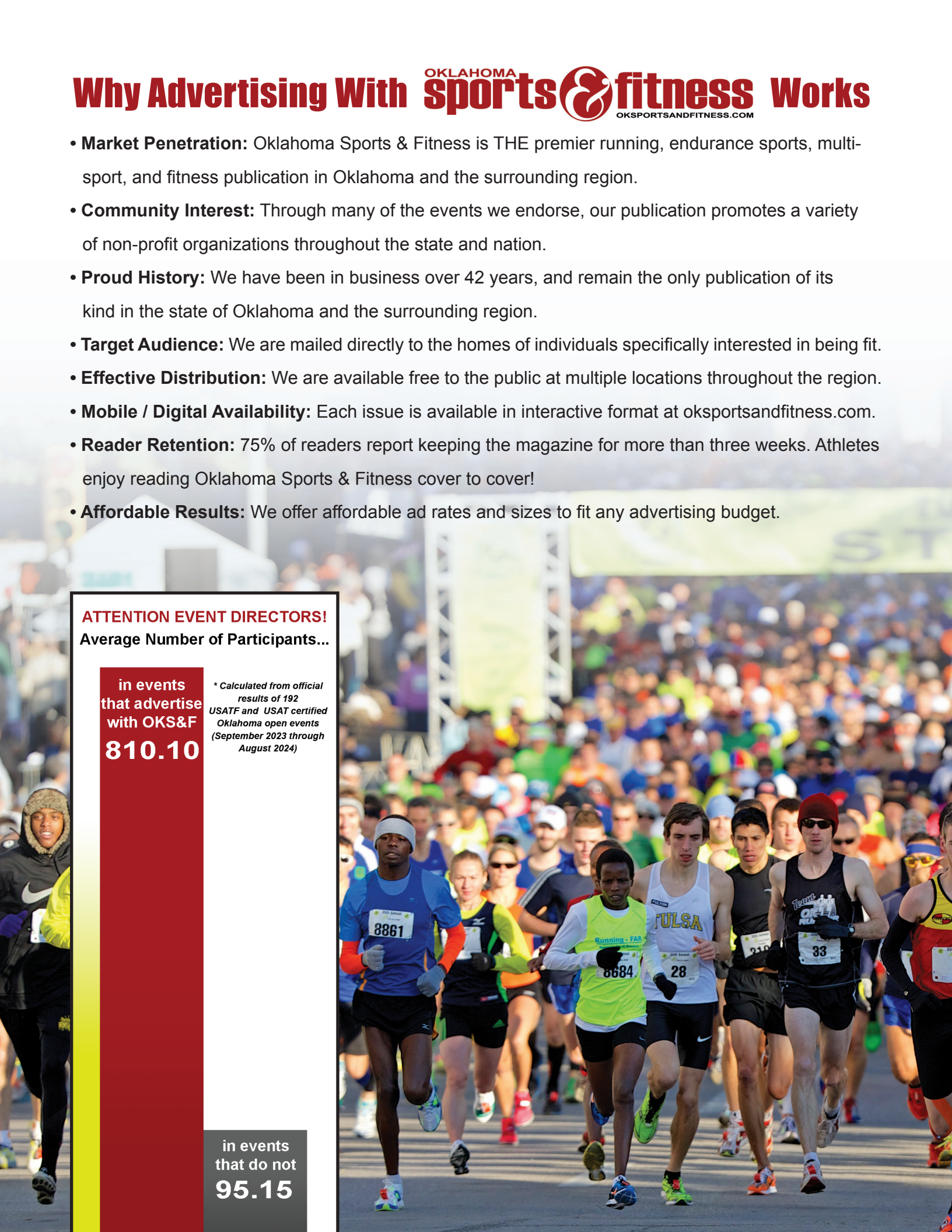
in events that advertise with OKS&F

810.10

** Calculated from official results of 192 USATF and USAT certified Oklahoma open events (September 2023 through August 2024)*

in events that do not

95.15

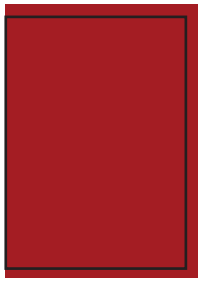


2026 Advertising Schedule and Deadlines

Issue	Reservation Deadline	Ad Receipt/Art Deadline	Magazine Drop Date
Jan/Feb	Dec 5	Dec 8	Dec 29
Mar/Apr	Feb 6	Feb 9	Feb 27
May/Jun	Apr 6	Apr 8	Apr 24
July/Aug	Jun 5	Jun 8	Jun 26
Sept/Oct	Aug 7	Aug 10	Aug 26
Nov/Dec	Oct 5	Oct 7	Oct 26

Dates are subject to change

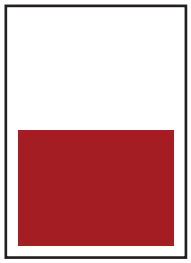
Print Advertisement Submission Specifications



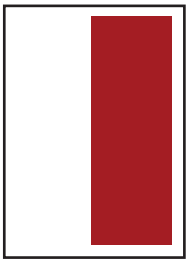
Full Page with 1/8" bleed 8.5" X 11.125"



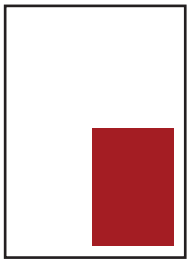
Full Page 7.5" X 10"



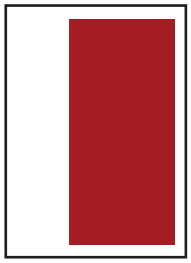
1/2 Page Horz. 7.5" X 4.875"



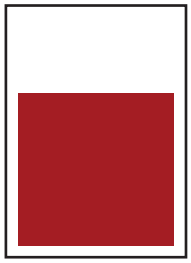
1/2 Page Vert. 3.875" X 10"



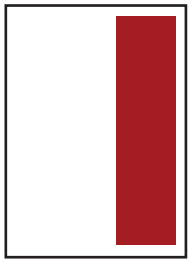
1/4 Page 3.75" X 4.875"



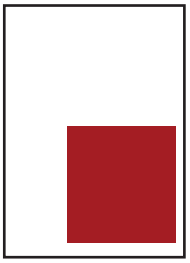
2/3 Page Vert. 4.875" X 10"



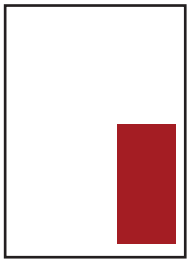
2/3 Page Horz. 7.5" X 6.33"



1/3 Page Vert. 2.375" X 10"



1/3 Page Square 4.875" x 4.875"



1/6 Page 2.5" x 4.875"

High Resolution Press-Ready PDF file:
1. All final artwork must be converted to PDF. All images in the PDF must be in one of these three formats and resolutions:
a) CMYK images 300 dpi @ 100%
b) Grayscale images 300 dpi @ 100%
c) Bitmap images 600 dpi @ 100%

2. PDFs need to be written with the following specifications:
a) No earlier than Acrobat 5.0 compatibility (PDF version 1.4).
b) All fonts embedded.
c) All colors converted to CMYK (no RGB or spot colors).

3. PDFs with RGB images or low-resolution images will be returned to the client for resubmission. The nature of the PDF format makes it impossible for Oklahoma Sports & Fitness to correct any problems. It is the advertiser's responsibility to provide a usable, high resolution file.

Unaccepted formats: Quark, Adobe PageMaker, Microsoft Publisher and Microsoft Word files are not accepted.

E-mail: Please email your ad to *sean@oksportsandfitness.com*. Ads must be smaller than 20 MB to be emailed. Otherwise, ads are accepted on CD (PDF or TIFF format).

Advertising Policies
Ads cancelled after the reservation deadline will be charged 50% of the 1 x frequency rate. The Publisher reserves the right to refuse an advertisement at any time.

Optional Design Services
Any logos/artwork you will be supplying is due on the art deadline above. This artwork must meet the resolution guideline for the best print quality.

You are allowed two opportunities to make revisions on your ad. You will be assessed a fee for additional changes after final revisions. There is extra charge for upsizing or downsizing if you have bought advertisements in one or more issues.

OKLAHOMA sports & fitness

OKSPORTSANDFITNESS.COM

Magazine Full Color Ad Options



	1x	2x	3x	4x	5x	6x
Back Cover	$ 1400	$1300	$ 1200	$ 1100	$ 1050	$ 950
Inside Front	$ 1200	$1100	$ 950	$ 900	$ 850	$ 750
Inside Back	$ 1100	$1000	$ 880	$ 825	$ 750	$ 700
Full Page	$ 1000	$ 800*	$ 800	$ 750	$ 700	$ 650
2/3 Page	$ 650	$ 600	$ 520	$ 480	$ 450	$ 420
1/2 Page	$ 500	$ 468*	$ 450	$ 400	$ 380	$ 350
1/3 Page	$ 350	$ 320	$ 280	$ 265	$ 250	$ 225
1/4 Page	$ 275	$ 265	$ 255	$ 245	$ 230	$ 215
1/6 Page	$ 180	$ 175	$ 165	$ 150	$ 140	$ 120

**See two issue specials*

Optional One-Time Ad Design/Layout Fees

Full Page	$ 75	**1/2 Page**	$ 55	**1/4 Page**	$ 45
2/3 Page	$ 65	**1/3 Page**	$ 45	**1/6 Page**	$ 35



What is Included With Your Print Advertisement?

• Digital Interactive

Your ad will be visible in the mobile/digital version of our magazine (exposure to over 9,000 unique visitors per issue). This interactive version of your ad will include a live link to your event website or online registration.

• Complete Calendar Listing

Your online calendar listing on oksportsandfitness.com will automatically include a website link and/or registration link.

• Website Feature

Your event will be featured on our website homepage the week of the event with a link to your website or online registration.

• E-News Feature

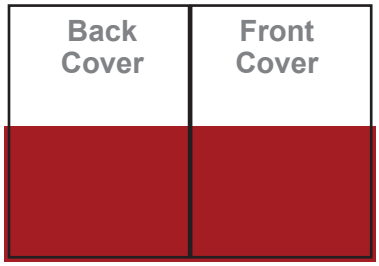
Your event will be listed and linked as an upcoming featured event on our bi-monthly E-Newsletter.

• Boldfaced Printed Calendar Listing

Your event will be visible on the published upcoming events calendar with a complete boldface event listing with your website or online registration link and reference to your ad in that issue.

Premium Print Advertising Options

4-Page Cover Wrap



Printed on 7 pt hi-bulk (offset no gloss from cover), stitched
Visible Front Cover 8.375” wide X 5.5” high
(Art on Outside Front & Inside Front Full Color)
Visible Back Cover 8.375” wide X 5.5” high
(Art on Outside Back & Inside Back Full Color)
Flat Size: 16.75” wide X 5.5” high w/ 1/8” bleed

$3,400

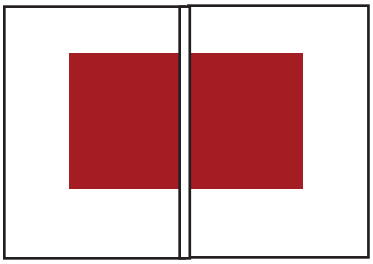
BellyBand (Joined Wrap)



Printed on 80# no gloss
Art on Outside only Full Color
Flat Size: 18” joined width X 5.25” high with 1/8” bleed
poly-bagged publications

$4,900

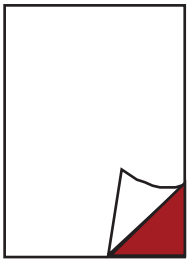
4-Page Bind-In Card



7 pt reply card matte stitched around signature
Art on all four sides Full Color
Flat Size: 12” wide X 4.25” high w/ 1/8” bleed (perforation optional)

$2,800

Cover Splash



Triangle Art In Lower Righthand Corner of Cover

$900

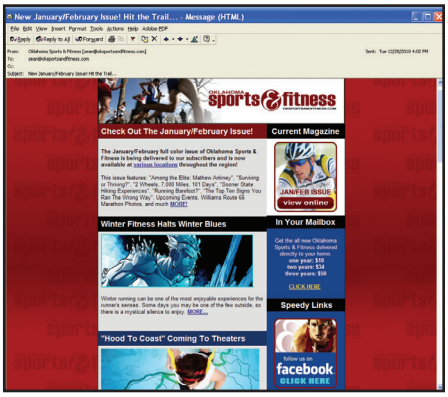
Social / Online Advertising Options and Rates



Facebook / Instagram



Website



E-Newsletter

Website Advertising Rates

Leaderboard Banner (728x90 pixels) $ 650 / mo.
Visible on all pages, static

Leaderboard Tile (143x90 pixels) $ 400 / mo.
Visible on all pages, static

Vertical Prominent Tile (128x384 pixels) $ 350 / mo.
Visible on all pages, static

Animated Banner Ad (620x80 pixels) $ 350 / mo.
Available on calendar and race results pages.
This can be animated or static.

Animated Tile Ad (128x128 pixels) $ 250 / mo.
Visible on all pages, can be animated or static

Optional Online Design / Layout Fees

Banner Ad $50 Tile Ad $40

E-Newsletter Advertising Rates

Our monthly E-Newsletter reaches over 5,200 clean email recipients per month

Block Feature (approx. 500x700 pix) $ 200 / issue

Animated Tile Ad (128x128 pix) $ 150 / issue

Dedicated E-Blast Rates

Dedicated E-Blast, art provided $ 350 / blast

Dedicated E-Blast, including design $ 400 / blast

ONLINE CALENDAR PREMIUM LISTING: $1.75 / DAY

Oklahoma Sports & Fitness magazine offers the most comprehensive and searchable online event calendar in the region. Our online calendar offers the option to make your event a PREMIUM EVENT LISTING and get priority highlighted placement and extra exposure throughout the website.

For example, when an online user accesses our calendar, events that have purchased the premium event listing option will be highlighted.

In addition, when a user clicks on any event within the calendar, these premium events are still visible on the righthand side of the page with a link to your online listing still available!

The cost for a premium listing is only $1.75 per day. When you submit your online calendar event, you will notice the "Premium Event Listing" option near the bottom of the online form (www.oksportsandfitness.com/event-calendar).

Social Media Promotion

Engage with our online communities on Facebook (over 15,300 followers), and Instagram: fb.com/oksportsandfitness, @oksandf

Facebook Post $ 50

2 Facebook Posts $ 80

Instagram Post $ 30

*We retain the right to stylize material to suit our readerships' needs and interests.

Call 918-587-7223 or email sean@oksportsandfitness.com to reserve your online ad space today.

Creative Medium Options

“Own It” Digital Issue Sponsorship

Guarantee unmatched exposure of your brand by placing a full page message on a custom lefthand page opposite our cover and a custom righthand page opposite the back cover.

Bookend Option: $1,550
Full Page at beginning and end of digital edition

Front Cover Only Option: $1,100
Full Page on lefthand side of digital edition cover only



Video Promotion





Reach your target audience with WOW factor! Oklahoma Sports & Fitness offers HD quality video promotions for your event or business.

Tell us about your upcoming event. We can give you a description of how we can capture the atmosphere, energy and success of your event. Your creative online video will promote your event for years to come!

4-5 Minute Video w/ Multi Music & Interviews	**$900**
3-4 Minute Video w/ Multi Music & Interviews	**$850**
4-5 Minute Video w/ One Song	**$750**
3-4 Minute Video w/ One Song	**$700**

- Prices include travel expenses, and on-site videography
- Completed video will be produced within 48 hours of your event
- Video will not be shot in the case of rain or inclement weather

Special “Miles” Mascot Video Teaser / Presentation

Oklahoma Sports & Fitness Magazine produces high quality online video race teasers utilizing our mascot, Miles. These videos can integrate your sponsors, and are promoted regularly prior to your event to generate interest.

$ 900 / video *includes creative script, casting, and implementation of your logo and message*

Standard Two Issue Print Specials

- **Full Page in First issue,**
  Full Page in Second Issue
  List Price $2,000 **Special 20% OFF Rate $1,600**

- **Full Page in First issue,**
  1/2 Page in Second Issue
  List Price $1,500 **Special 15% OFF Rate $1,275**

- **1/2 Page in First Issue,**
  1/2 Page in Second Issue
  List Price $1,000 **Special 15% OFF Rate $850**

- **1/2 Page in First issue,**
  1/4 Page in Second Issue
  List Price $775 **Special 15% OFF Rate $658**

Standard Multi-Medium Specials

- **Full Page in First issue (Print)**
  Full Page in Second Issue (Print)
  Online Animated Tile Ad, 4 Months (Online)
  Online Calendar Premium Listing, 4 Months (Online)
  E-Newsletter Feature Blocks, 2 Monthly Issues (E-Newsletter)
  Post-Race Promo Video, 3-4 Minute (Video Promotion)
  List Price $4,530
  Special 25% OFF Rate $3,397

- **Full Page in First Issue (Print)**
  1/2 Page in Second Issue (Print)
  Online Animated Tile Ad, 4 Months (Online)
  Online Calendar Premium Listing, 4 Months (Online)
  List Price $2,680
  Special 20% OFF Rate $2,144

- **Full Page in One Issue (Print)**
  Online Animated Tile Ad, 2 Months (Online)
  Online Calendar Premium Listing, 2 Months (Online)
  List Price $1,590
  Special 15% OFF Rate $1,351