Q2 2025

Reach millions of new runners with findarace.com

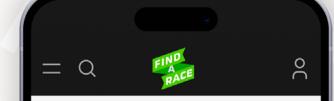




What is findarace.com?

findarace.com is a calendar site for mass participation sports events. **Used by more than half a million people every month** to find running, cycling, swimming and triathlon events.

We help participants find their perfect event, and Race Directors get more people to their start line.



Runs, rides, swims & triathlons

Welcome to findarace.com. Your gateway to thousands of inspiring, memorable and brilliantly sweaty experiences.

Running

From a 5K to a 5-day ultramarathon, the search for the runner's high starts here.



America's fastestgrowing calendar site

Why list with findarace.com?

findarace.com has a huge and growing audience.

Top 3 on RunSignup

According to RunSignup.com, in 2024 findarace.com was one of the top 3 sources of referral bookings to its event websites. Confirmation that we are not just sending traffic to race websites, but traffic that converts into bookings.

Regardless of which registration platform you use, with RunSignup having a 50% market share, it's a very strong indicator of findarace's ability to capture online interest at the top of the sales funnel and convert it into bookings.

MESA MARATHON

Description · Races · Reviews · Who's In ↑ Top



 $\textit{Description} \ \cdot \ \textit{Races} \ \cdot \ \textit{Reviews} \ \cdot \ \textit{Who's In}$

ORGANISER'S DESCRIPTION

The Mesa Marathon (previously known as the Mesa-Phoenix Marathon) is the premier race in Arizona. Runners receive the race experience and perks of a major marathon as well as the personalized service and local flavor of your favorite

Feb 7, 2025 Free - \$169.00

BOOK NOW

Our audience

MONTHLY TRAFFIC

2,600,000
750,000
680,000

Top 3 on RunSignup

In 2024, findarace.com was one of the top 3 sources of referral bookings to RunSignup.com

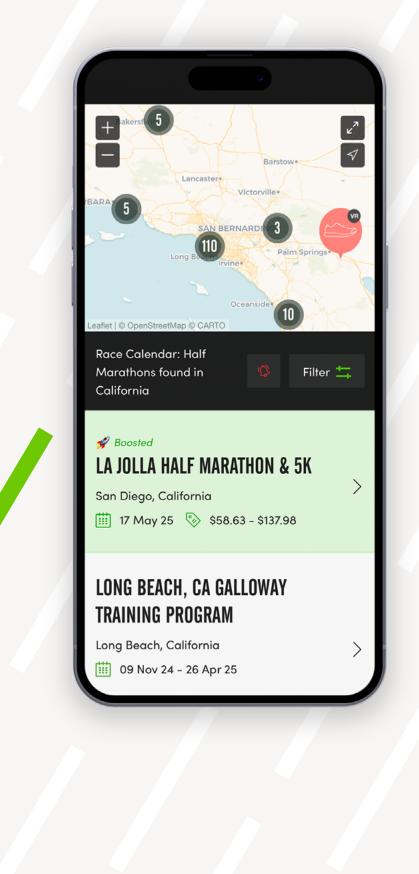
Want more bookings?

Our most effective tool for getting more people to your race is a 'Boost'. Boosts put your event to the top of the search results.

Typically a Boosted event gets 8x as many Impressions, 4x as many Clicks and generates 4x more revenue than a standard event listing.

Costs vary depending on your event type and targeting. The most popular categories sell out in advance so booking early is recommended.

Our team can advise on scheduling promotions to optimise performance. Prices start at \$100 per month.





< Half Marathon

LA JOLLA HALF MARATHON & 5K

DATE	Sat 17th May 2025
TIME	6:30AM EST
LOCATION	San Diego, California
PRICE	\$58.63 - \$137.98
RACES	2 races
DISTANCES	5km, Half Marathon

🗅 Share 🗢 Save

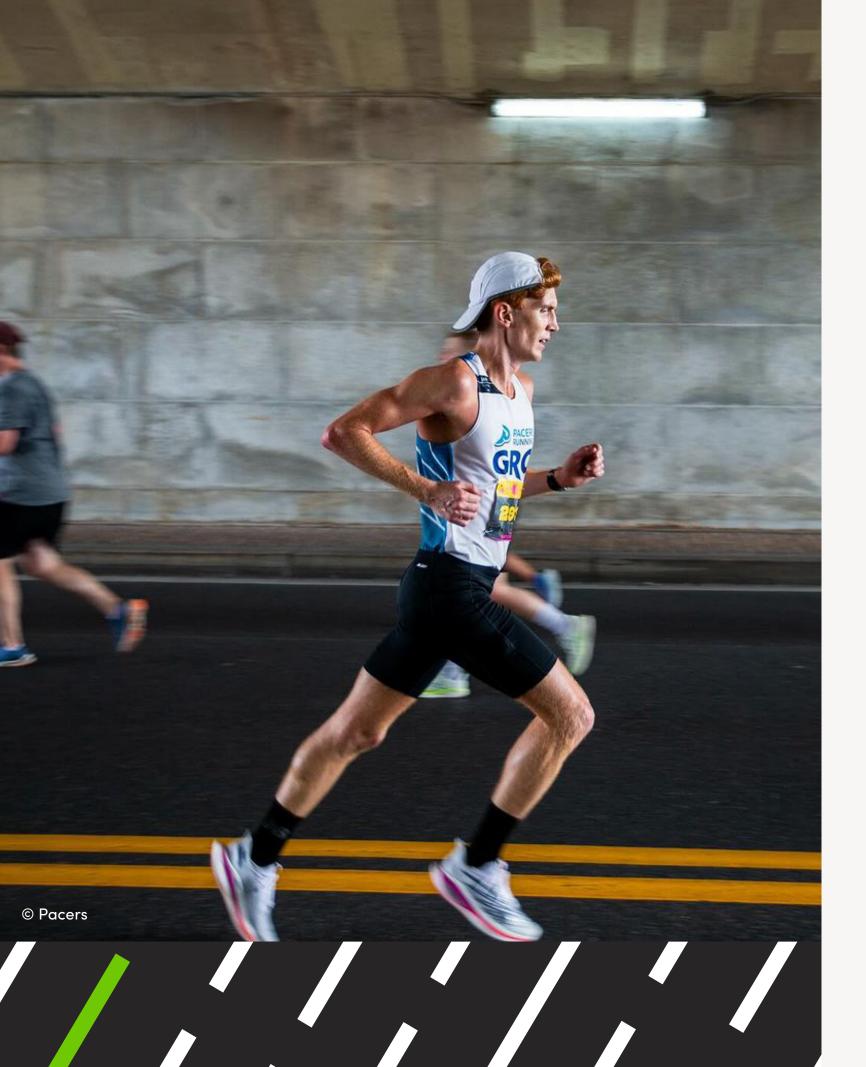
EVENT SUMMARY

Join us for the exhilarating La Jolla Half Marathon & 5K on Saturday, May 17, 2025, in the stunning coastal town of Del Mar, San Diego. This event promises to be one of America's most picturesque races, <u>Read more</u>

Tracking and reporting

Race Directors can instantly access performance metrics through their dashboard, including Impressions, Views and Clicks - before and during Boost promotions.

findarace.c ■ Admin	com	findarace.com Sat 17th May 2025	Half Marathon	• Live View
la Home		Activity Races Reviews Editions Edit Boosts		
🛱 Events		Your boost perform		
LivePending	64 0	Your boost performance Sep 30, 2024 - May 24, 2025		
Past	102	Impressions	Boosted impressions	% Increase
☆ Reviews		1203 Total in this period	508 Total in this period	340 Total in this period
③ Settings	~	Impressions		
Continue setup	÷	12,042 35k 30k 25k 20k 15k 10k 5k 0 30th Sep 24 25th C	Oct 24 19th Nov 24 14th	Dec 24 8th Jan 25
👔 Jack			© 2025 · Powered by <u>findarace.com</u>	T&Cs



Behaviour and demographics

Our audience have a few defining characteristics. They are mostly runners, new to the sport and constantly fresh.

- \checkmark
- Typically our audience are relatively new to \checkmark
- \checkmark are New Visitors.

SPORT	NEW
94% Running	82% N
6% Tri/Cycling	18% Re
GENDER	AGE
49% female	40% 2
51% male	25% 3

Running events account for 94% of all bookings.

participation events. Over **95% of bookings taken** for individual events are first-timers at that event.

Our audience is constantly fresh. 82% of our traffic

/RETURNING VISITORS

New

Returning

DEVICE

77% Mobile 25-34 35-44 23% Desktop