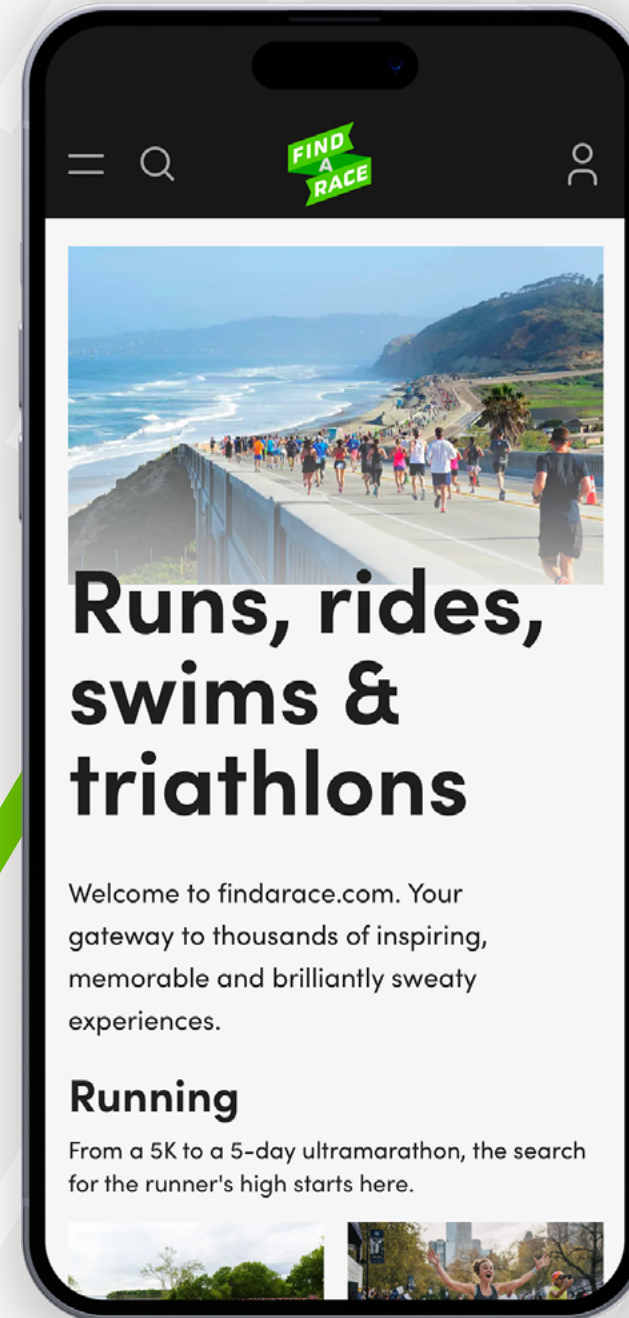# Reach millions of new runners with findarace.com

FIND A RACE

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.

# America's fastest-growing 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.
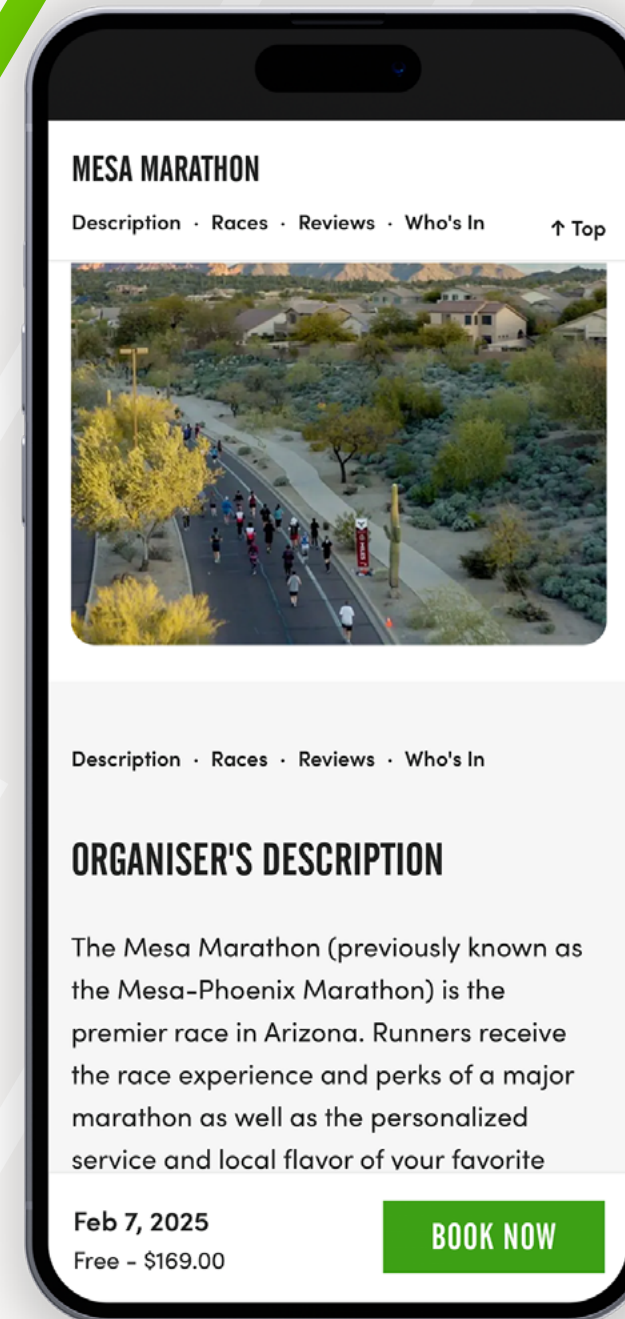
Our audience

MONTHLY TRAFFIC

Pageviews	2,600,000
Sessions	750,000
Users	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.
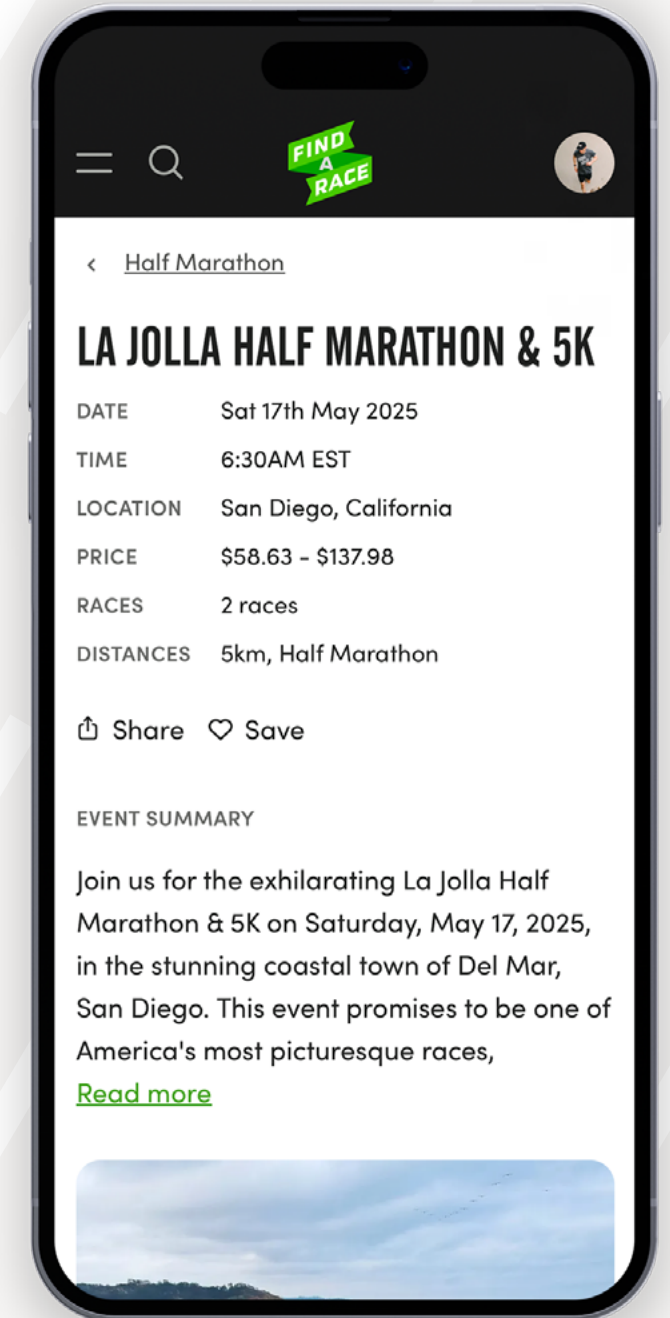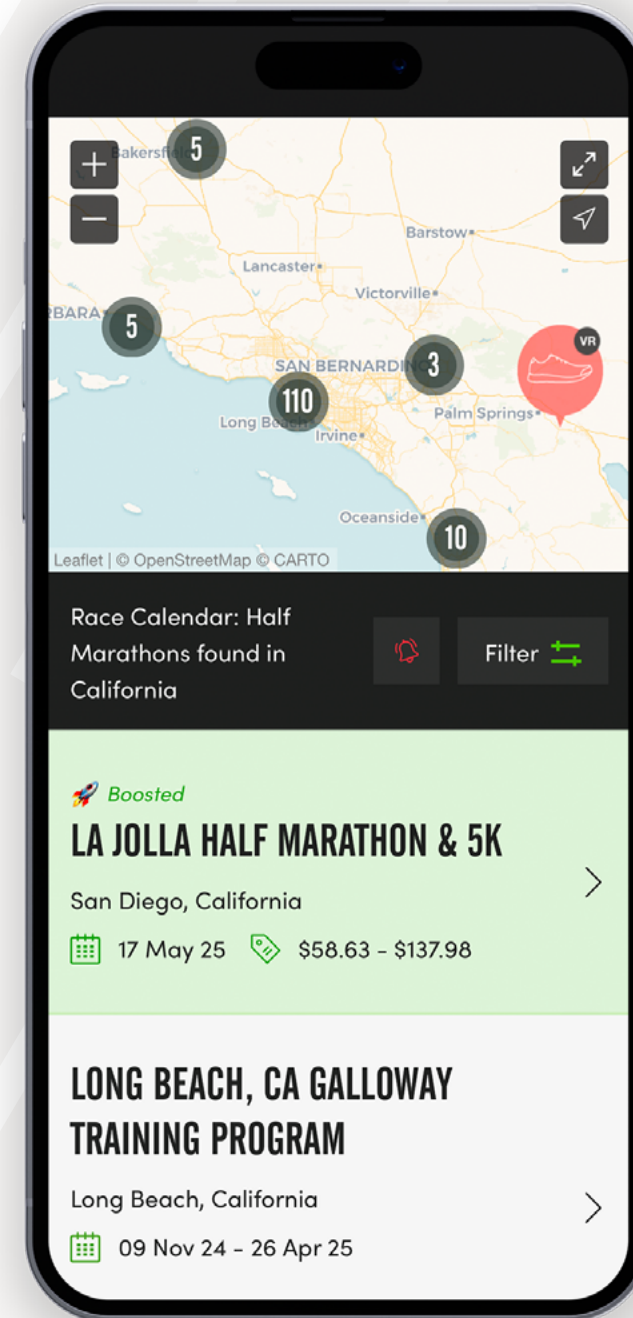
Tracking and reporting

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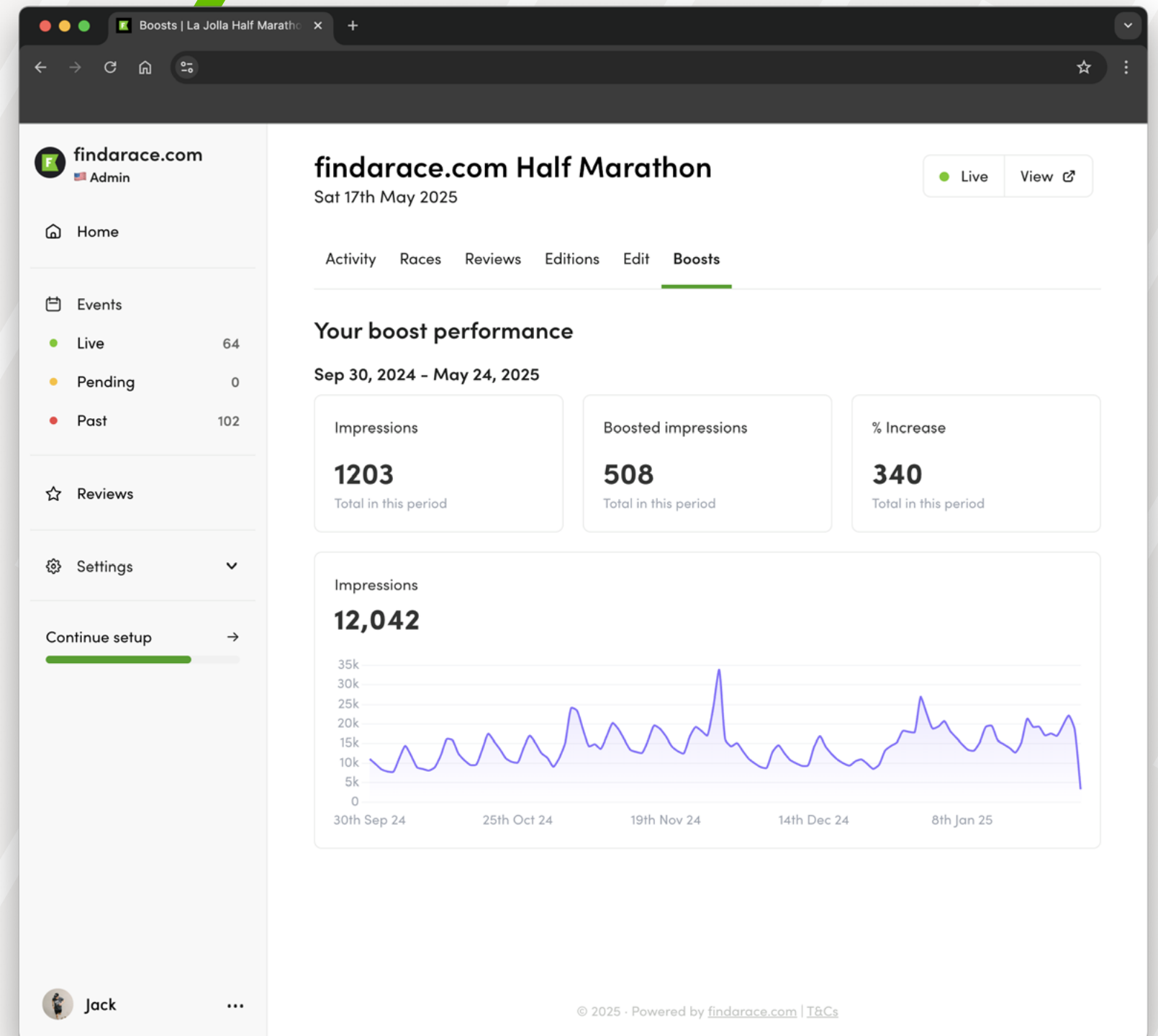
Behaviour and demographics

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

✓ Running events account for 94% of all bookings.

✓ Typically our audience are relatively new to 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 are New Visitors.

SPORT	NEW/RETURNING VISITORS
94% Running	82% New
6% Tri/Cycling	18% Returning

GENDER	AGE	DEVICE
49% female	40% 25-34	77% Mobile
51% male	25% 35-44	23% Desktop