2021 RACE SOURCE GUIDE

RACE SOURCE ORIGINAL GUIDE

CANADA'S LARGEST EVENT GUIDE

Featuring 1,300+ Listings Annually In Print & Online

IMPACT MAGAZINE

Running Events | Triathlons | Adventure Races | Walks
Duathlons | Obstacle Races | Cycling Events

CANADA RUNNING SERIES

2021 RACE SOURCE

GUIDE

Be part of IMPACT's most sought-after issue!

It's been a tumultuous year since we all gathered last spring for our Race Industry Town Halls, and it's been both heartbreaking and inspiring following your tireless efforts in keeping your races running – virtually, some in-person and others deferred to this year and beyond.

We realize that so much has changed and that you are awaiting more information on when you will be able to announce LIVE events for 2021. Please register for our print & digital editions, and online calendar. We have included a few new options such as Virtual, Both Virtual & In-Person, Uncertain, and Deferred to 2022 categories. Ultimately, we want to ensure your date is included, promoted and that you get the support you need.

We look forward to putting together this coveted issue our readers highly anticipate each year as their one-stop shop in helping them plan their events for the year, along with cutting-edge content and expert advice in training, nutrition and sports medicine.

We are with you for the long run. Thank you for supporting IMPACT Magazine and we look forward to supporting you again in 2021.

2021 RACE SOURCE GUIDE CALENDAR

Register your 2021 event: impactmagazine.ca/race-source-guide/

As always, we are happy to consider expert content from our contributors across Canada – please share your inspirational stories and expert advice for this annual Running Edition and all editions in 2021.

Send us your content: email Elaine Kupser at elaine@impactmagazine.ca

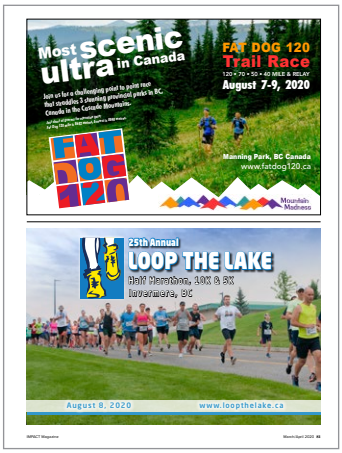
SASKATCHEWAN MARATHON; MATT CECILL; SPARTAN RACE

ADVERTISE YOUR EVENT

LET US SPONSOR YOUR EVENT!

Due to COVID-19 we are pleased to offer you up to **75% OFF** your event advertising in the form of sponsorship in 2021.

Full Page Event Ad	$3225 – 70% off in sponsorship = **$ 968** per province (BC/AB print) includes digital
Half Page Event Ad	$2500 – 75% off in sponsorship = **$650** per province (BC/AB print) includes digital



ALL AD PURCHASES INCLUDE

- Highlighted event listing in print edition calendar
- Highlighted event listing in digital edition calendar
- Event logo included in 2021 online calendar
- Promotional Facebook post
- 50% off additional Digital Ads: Box, Leaderboard, E-Newsletter
- Complimentary magazines to distribute at your event
- IMPACT Magazine supplied prizing valued up to $300

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IMPACT MAGAZINE

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