

RACE SOURCE 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

IRONMAN 70.3



IMPACT

RACE SOURCE

GUIDE



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

IMPACT MAGAZINE — publisher of the original and largest printed annual RACE SOURCE GUIDE has been the go-to event guide publication for readers across Canada for over 33 years. It is available to over 250,000 racers and participants in Canada in print and online at www.impactmagazine.ca.

Featured in IMPACT's coveted spring Running Issue, readers have enjoyed cover-to-cover cutting edge running editorial paired with thousands of event listings to help them prepare for all their racing needs for the year.

IMPACT Magazine's RACE SOURCE GUIDE has always been accessible to all events — large and small, and IMPACT is proud to have sponsored hundreds of events each year. *Ask us how you can include IMPACT Magazine in your race kits and receive great prizes for your participants!*

2025 RACE SOURCE GUIDE CALENDAR

Register your 2025 event: [click here](#)

EDITORIAL CONTRIBUTIONS

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 2025.

Send us your content ideas:

email Elaine Kupser at elaine@impactmagazine.ca

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.

Key Facts

Vancouver • Calgary • Toronto

Over 900,000 print and digital readers for this edition

1,500 sports retail locations — plus events

14,000 digital edition and newsletter subscribers

11,343 website users, monthly

42,610 followers on



📍 MELISSA'S ROAD RACE; IRONMAN 70.3 CALGARY; SPARTAN RACE; CANMORE ROCKY MOUNTAIN HALF MARATHON; YOUNG HEARTS TRIATHLON

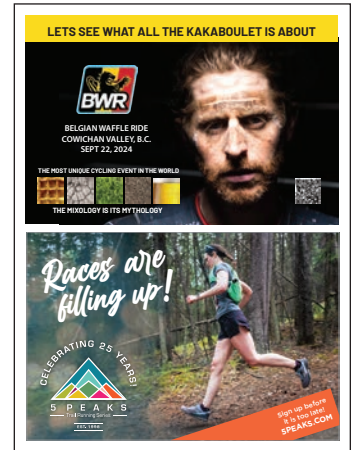


2025 RACE SOURCE GUIDE March/April

2025 ADVERTISING PACKAGES

LET US SPONSOR YOUR EVENT!

Full Page Event Ad	\$3225 (less \$1725 in sponsorship)
Your Rate	\$1500 single province print (BC or AB – includes ON Digital)
Your Rate	\$2500 two-province print (BC + AB – includes ON Digital)
Your Rate	\$4500 three-province print (BC + AB + ON – includes Digital)
Half Page Event Ad	\$2500 (less \$1700 in sponsorship)
Your Rate	\$800 single province print (BC or AB – includes ON Digital)
Your Rate	\$1475 two-province print (BC + AB – includes ON Digital)
Your Rate	\$2200 three-province print (BC + AB + ON – includes Digital)



VESTA PROPERTIES

FRIDAY, JUNE 14TH
UBC CAMPUS
KIDS' MILE - 6:30PM | 5K - 6:45PM
10K - 7:00PM

All Donations go to Support the **GOVFB** (GOLF FOUNDATION FOR B.C.)

COME FOR THE RUN
STAY FOR THE PARTY

Enjoy an evening fun on UBC's beautiful campus followed by Vancouver's longest road race party.

BBQ | LIVE BAND
KID'S PLAY ZONE
BEER GARDEN
PONDIA AREA

SASKATCHEWAN SASKATOON ROAD RUNNERS ASSOCIATION MARATHON

MAY 26, 2024 | SASKATOON

42.2K • 21.1K • 10K • 5K • 2.2K

TO REGISTER, VISIT SASKMARATHON.CA

SPONSORS: BRAINSPORT, adventure, GoodLife FITNESS, LEGACY, FAMILFOCUS

ARMYRUN.CA

NO ORDINARY RACE. NO ORDINARY CAUSE.
Run, walk or roll in support of the Canadian Armed Forces community!

ARMY Run, L'ARMÉE du Canada

In person: 22 Sep 2024 | Ottawa
Virtual: 6-27 Sep 2024

5K | 10K | 21.1K | 5K • 10K | 5K • 21.1K

Use code **IMPACT** to save \$5

ALL AD PURCHASES INCLUDE

- Highlighted event listing in print & digital edition calendars
- Promotional Facebook post
- 50% off additional Digital Ads: Box, Leaderboard, E-Newsletter
- Complimentary magazines to distribute at your event
- IMPACT Magazine prize valued up to \$300





📍 RUNCALGARY RACE WEEKEND

IMPACT
MAGAZINE

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