

IMPACT
MAGAZINE

RACE SOURCE GUIDE

CANADA'S LARGEST EVENT GUIDE
Featuring 1,300+ Listings Annually in Print & Online



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



IMPACT

RACE SOURCE

GUIDE



2026

ADVERTISING PACKAGES

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 35 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!*

2026 RACE SOURCE GUIDE CALENDAR

Register your 2026 event (TBD)

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 2026.

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

47,000 website users, monthly

42,610 followers on



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)

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



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





 RUNCALGARY RACE WEEKEND

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