



RUNTIMES

DEIN DIGITALES LÄUFERMAGAZIN





Our Vision

RUNTiMES is the modern platform for everything about running: **sustainable, innovative, digital** and always available, RUNTiMES informs all runners or those who want to become one via web, newsletter, Facebook, Instagram, Youtube, podcast, livestream, video, blog, chat in an up-to-date, entertaining and interactive way.

Our Mission Statement

RUNTiMES is the portal that provides running enthusiasts with interesting, motivating and inspiring editorial content from the great world of running, both live and in the digital world. RUNTiMES provides orientation and promotes user-to-user exchange.

Our targeting group

Runners: beginners, passionate runners, trail runners, fun runners, occasional runners, competitors, company runners, running clubs, freaks





We keep on running

The most beautiful sport in the world is a big winner of the crisis - more and more people are running in Germany, too, because it can be done anywhere, anyone can learn to do it, and you don't need much to start running. Running means taking a breath, refueling, experiencing adventure, overcoming limits. No matter if you are an absolute beginner, an old hand, a young hopper, a mile-eater or an adventurer, a city runner or a trail lover - we offer a broad, modern, interactive and exciting platform with entertaining, interesting and up-to-date content for all target groups.

We run easier

Sustainability, credibility, authenticity and the courage to break new ground: Right now, when many magazines are struggling, many events are cancelled and many runners lack goals, we are taking off, making our mark, motivating, encouraging.



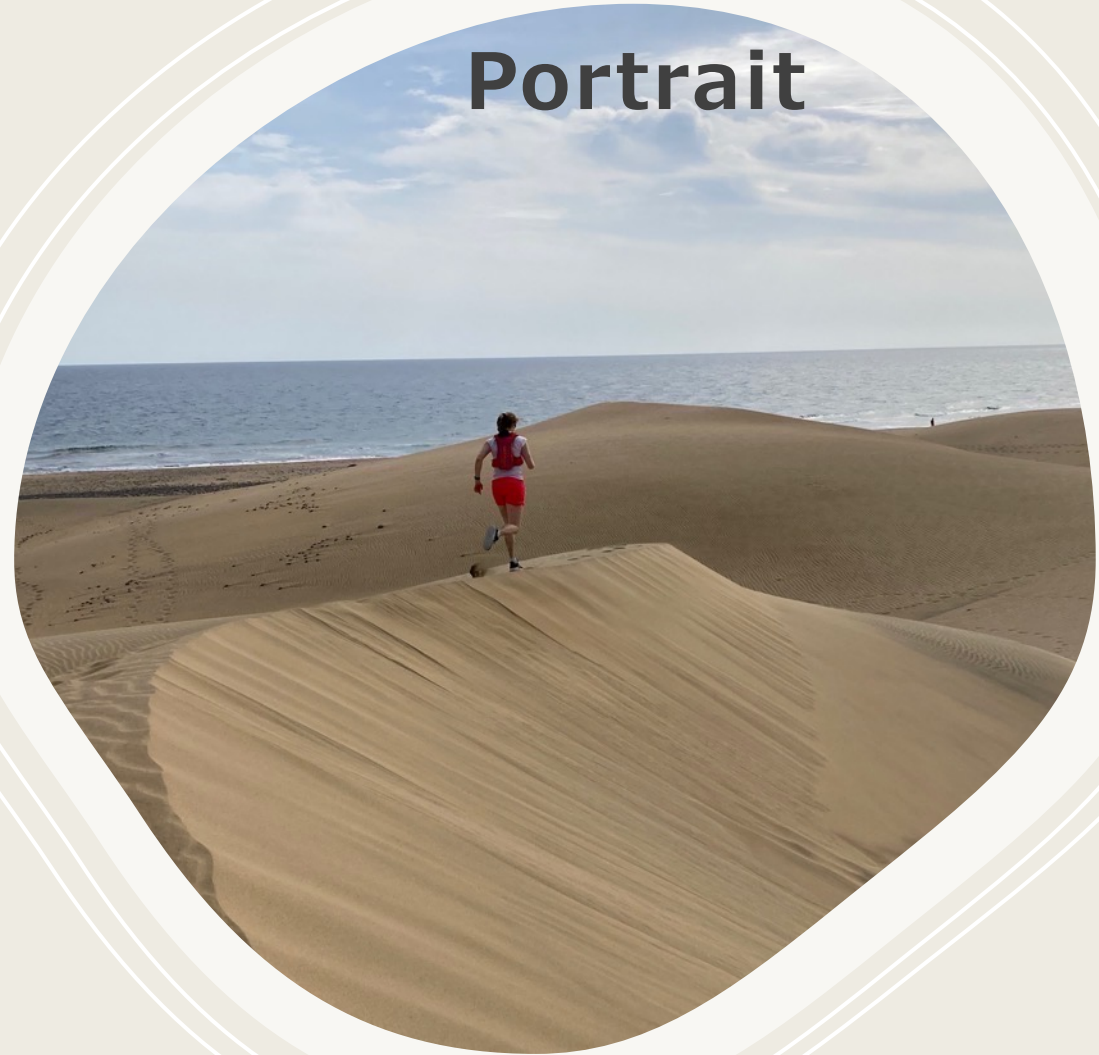


We run new paths

Between all the influencers and bloggers, we want to reach all those interested in running as an independent, versatile and interactive modern digital platform in a highly professional, entertaining and "out of the box" way.

We keep up with the latest news from the scene, offer exciting reports from all over the world, personal success stories, concrete and seasonal tips on training, health, fitness and nutrition, a large network with running ambassadors from all regions, elaborate product tests, expert advice and workout videos.

Portrait





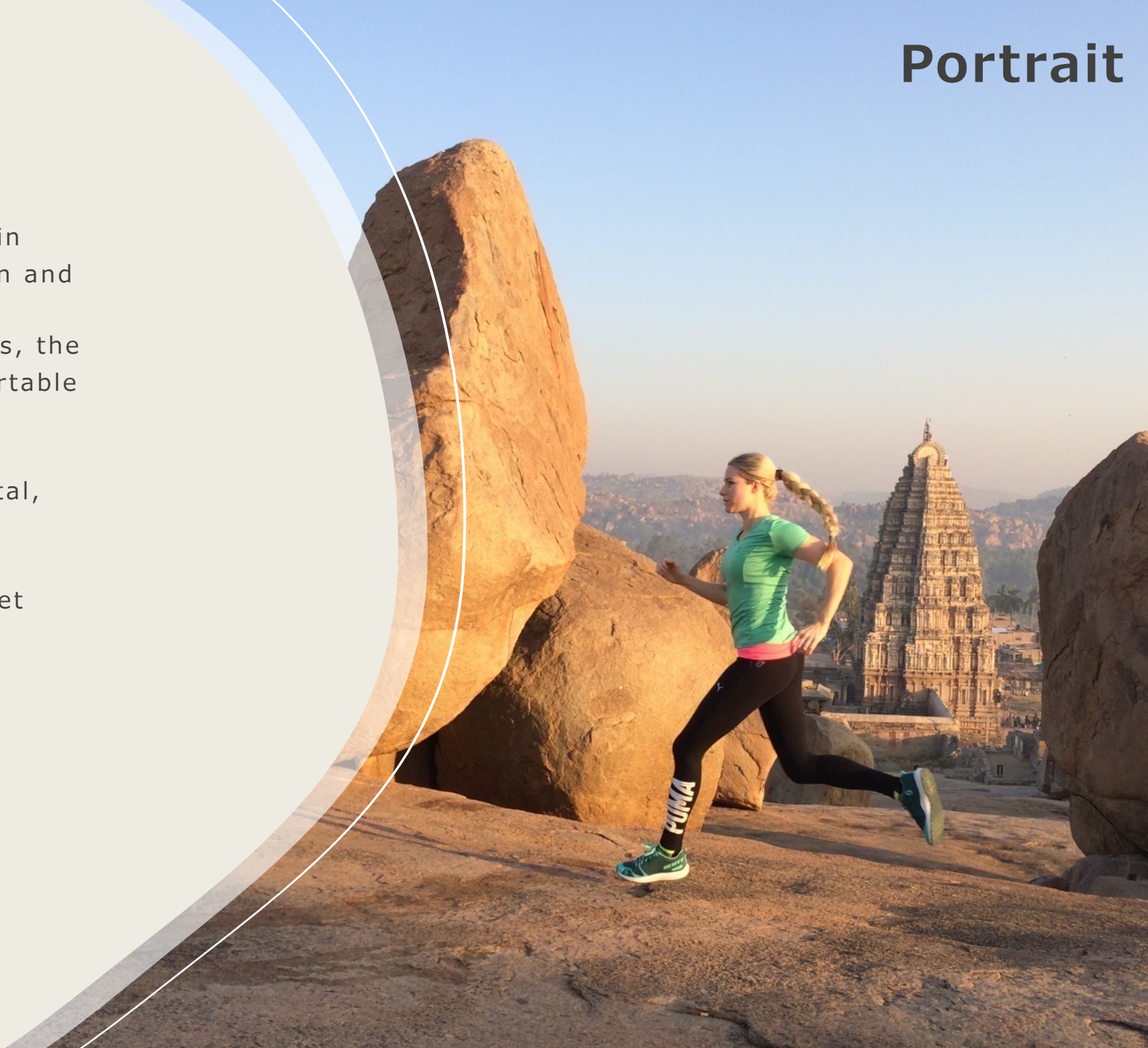
We run for all

We are supported by respected experts in research, technology, medicine, nutrition and sports science, mental coaches, physiotherapists and osteopaths. With us, the total beginner should feel just as comfortable as the ultra runner.

We inspire and help as a knowledge portal, offer running clubs, organizers and manufacturers individual, creative and sustainable ways to reach different target groups with their content.

What make us run

Surprising, digital, sustainable and innovative, absolutely authentic and networked in the scene.





Manufactory

Our website contains

- **Running news of the week** (Video with Newscharacter about relevant highlights of the week)
- **Quote/Motto of the week**
- **Monthly Specials**
 - Battle of the month* (Pro & Contra)
 - Portrait of the months* (runners/running club)
 - Event of the month*
 - Workout of the month* (Video)
 - Running region of the month*
 - Runners food of the month*
 - Personality of the month* (Promis & Pros)
 - Experts-/Networking-News of the month*
 - Raffle of the month*
 - Book of the month*
- **Today before.../What became of...** (Historical facts from running)
- **Reports** live on site
- Top-current **Product news**
- **Tests** (equipment, nutrition, etc.)
- Weekly updated **training plans and tips**
- Interesting facts for runners in the areas **nutrition, training, health and alternative sports**
- **Running calendar**
- **Community/Club**
- **Running Trips**

**Our USP to the Top:
Audio- and Video-
formats!**



Topics

Editorial Topics of the year

2021

February

April

January

May

Springbreak

Nutrition

Competitions

Fitness & Beauty

Health

City, country, mountain

Trail running

Technical Tools

Equipment

Mental Load

Sustainability

View of the world

June

July

August

September

December

November

October



We keep running

- Because running is the best remedy for stress and anxiety
- Because running keeps us fit and happy
- Because running connects us

RUN-TIMES.de



Advertising options



We integrate you

- **Website:** Native advertising, Expert plenary or live interviews via Videostream, interaction, chats, raffles, e-commerce for Product placements and discount promotions, Display advertising, running calendar
- **Podcasts**
- **Video productions for Web, youtube und Social** (News, topics, events & experts, products & personalities)
- **Social Media** (Facebook, Instagram, TikTok)
- **Trade shows & events** (e.g. Meet the Team)
- **Individual workshops & events** with partners
- **Newsletter**



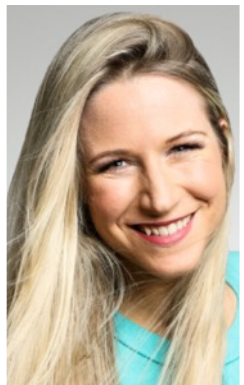
Media & Marketing

Marketing expert with 19 years of experience at major publishing houses, most recently in marketing for a renowned running magazine. She enjoys creating integrated concepts - multichannel and individually tailored to partners. Her motto: listen and offer tailormade!



Management

Kai Walter is an athlete by conviction, multiple IRONMAN and IRONMAN Hawaii finisher, former Air Force officer and later Managing Director and COO IRONMAN in Europe, event- and marketing professional, owner of the sports agency WEC GmbH and freelance lecturer University of Darmstadt. His motto: Everything is possible!



Editor-in-chief

Tabitha Bühne is an author, mental trainer, nutritionist and systemic coach. She loves athletic challenges such as ultra runs or stage races and likes to try out new training methods and health trends.



RUNTIMES

DEIN DIGITALES LÄUFERMAGAZIN

That's us

RUNTIMES UG
Kneippstraße 11,
63683 Ortenberg

Fotocredit: Tabitha Bühne, Sascha Prigg



RUNTIMES

DEIN DIGITALES LÄUFERMAGAZIN



WE ARE LOOKING
FORWARD TO
THE COOPERATION

RUNTIMES