



MCMILLAN

— 2026 —
MEDIA KIT

Reach Serious Runners
When It Matters Most



WELCOME

Trusted by the World's Most Committed Runners

For 35+ years, Coach Greg McMillan has been a leading authority in science-based run training.

From our industry-leading pace calculator to personalized training plans, and extensive training articles, we connect with runners at the exact moment they're planning their training — and their next purchase.

Our Reach

- ✓ **546K+** active annual users
- ✓ **52K+** actively engaged email subscribers
- ✓ **57%** average open rate
- ✓ **223** countries reached
- ✓ **73K+** social followers

WHO WE ARE

Authentic Expertise. Real Results.

Coach Greg McMillan has trained athletes from first-time runners to Olympians. Every tool, training plan, and piece of content is grounded in proven exercise science and decades of hands-on coaching.

Proof of Trust

- ✓ **100,000+** runners coached
- ✓ **2,000+** active training subscribers
- ✓ **10,000+** products sold annually
- ✓ **4.68 ★★★★★** average product rating
- ✓ **Trusted partner** across the running industry

STRAVA **FINALSURGE** **GARMIN** **fitbit**

TRAINING PEAKS **UCAN** **adidas** **SPORTS TOURS INTERNATIONAL**

"One of the best and smartest distance running coaches in America."

— Amby Burfoot, Runner's World

AUDIENCE PROFILE

The World's Most Committed Runners

546,758 active users across 223 countries, led by affluent English-speaking markets:

Demographics

- ✓ **79%** age 35+
- ✓ **70%** household income \$100K+
- ✓ **64%** male / **36%** female

Running Commitment

- ✓ **95%** train 3+ times per week
- ✓ **79%** marathon finishers
- ✓ **78%** running 10+ years

This is not a casual fitness audience. These are experienced, high-income runners who consistently invest in premium gear, coaching, travel, nutrition, recovery, and technology.

When they use McMillan tools, they're planning their next training cycle — and their next purchase.

EMAIL POWER

Inside the Inbox of Serious Runners

This is direct, repeat visibility inside a trusted coaching relationship — delivered at scale.

- ✓ **4M+** annual email deliveries
- ✓ **52K+** actively engaged email subscribers
- ✓ **12K+** new subscribers every 90 days
- ✓ **Twice-weekly** email sends
- ✓ **57%** average open rate (2.7x industry average)
- ✓ **98.8%** deliverability
- ✓ **GDPR/CAN-SPAM** compliant

Your brand appears inside a trusted coaching relationship — not a crowded feed.

WEBSITE ENGAGEMENT

An Audience That Actively Engages

With 4.3M+ user interactions and a 52% engagement rate, our visitors are actively clicking, scrolling, and interacting with content. They're not bouncing—they're engaging.

- ✓ **High-Intent** traffic
- ✓ **4.3M+** user interactions
- ✓ **888,919** annual sessions
- ✓ **546,758** active users
- ✓ **52%** engagement rate

Primary traffic is driven by organic search and returning users — reflecting high-intent discovery and strong brand loyalty.

This is research-driven, purchase-ready traffic.

SOCIAL/SEARCH AUTHORITY

Layered Reach. Real Influence.

Our ecosystem spans high-intent search, engaged social audiences, and direct communication channels — delivering layered visibility, not one-off impressions.



30.5M+

Annual Search Impressions



544K+

Organic Clicks



74K+

Social Followers



1000+

Ranking Keywords

McMillan dominates calculator and pace-related search — connecting with runners in active planning mode.

“Must Have Running App”
- Runner’s World Magazine

CALCULATOR ADVANTAGE

1.4M+ Annual User Interactions

McMillan's performance tools place your brand inside the runner's decision process — not outside it.



Pace Calculator



Nutrition Calculator



Heart Rate Zone Calculator



Altitude Adjustment Calculator



Heat Adjustment Calculator



Power Zone Calculator

These are precision planning tools — where runners prepare to invest in performance. The highest-intent moment in running media.

“Awarded “World’s Best Running Calculator”

— Outside Magazine

BEST-FIT BRANDS

Where Serious Running Brands Belong

McMillan's performance tools place your brand inside the runner's decision process — not outside it.



Footwear &
Technical Apparel



Race Events &
Destination Travel



GPS Watches &
Wearable Tech



Training Equipment
& Treadmills



Nutrition &
Hydration



Health & Wellness
Brands



Recovery Tools
& Equipment



Training Apps
& Platforms

*These runners invest heavily in their performance
and trust expert recommendations.*

WHY MCMILLAN RUNNING

Low Clutter. High Trust. Purchase-Ready.

Authentic Authority

Olympic-level coaching expertise — not influencer marketing.



The Calculator Moment

Presence at peak purchase consideration.



Exceptional Email Performance

57% open rate driven by trust.



Owned Audience

No algorithm dependency. Guaranteed, consistent reach.



Selective Partnerships

Low ad clutter. High brand alignment.

*We don't sell placements.
We build partnerships that convert.*



Ready to partner with us?

- ✓ Website banner placements
- ✓ Newsletter sponsorships
- ✓ Dedicated (solo) emails

When you partner with McMillan Running, you're not just buying impressions — you're aligning with a trusted authority in performance running. Let's create a program that delivers real impact for serious athletes.

Contact Greg today about availability and packages:



 Greg McMillan
 Greg@McMillanRunning.com

*When Greg recommends something,
runners pay attention — and act.*



MCMILLAN

The World's #1 Coach

mcmillanrunning.com