

## Get Out There Magazine Launches Marketplace Advertising Offering Affordable Rates for Regional Advertisers

Toronto, ON (January 22, 2010) Get Out There Magazine has launched three new marketplace advertising sections in the magazine in response to demand for lower price point ads to accommodate regional advertisers like retailers, sports medicine services, fitness trainers and clubs. These new marketplace ad spots will be sold on an annual basis with guaranteed ad placement – ensuring good ad recall among Get Out There readers.

“While our cost-per-thousand is substantially lower than all of our competitors, we recognize that a national display ad would not be affordable for a fitness trainer in Milton, Ontario or a small bike shop in Coquitlam, BC, for example. We wanted to create an entry point for companies to advertise to this very qualified audience, which traditionally is very expensive,” says Get Out There’s publisher Marissa Schroder. “Because we will sell these ads on an annual basis and they will receive consistent placement, this is a highly affordable and effective way for smaller companies to be represented to Canada’s largest endurance sports and outdoor recreation audience. The price points we’ve established make this a ‘no-brainer’.”

Marketplace ads will be available in three different categories: Athlete Health Services (chiropractors, physiotherapist, massage therapists, vitamins, etc.), Fitness and Training (boot camps, personal trainers, health clubs, sport clubs and associations) and Marketplace (adventure travel, outfitters, tour operators, outdoor gear/products, nutrition).

The ad program is prepaid for the year (6 issues).

### Marketplace Ad Rates 2010

East Edition - \$185 / issue  
West Edition - \$95 / issue

Only 20 ads will be sold in each Marketplace, so space is limited. If you are interested in learning more about this opportunity, please email [info@getouttheremag.com](mailto:info@getouttheremag.com) or call Robert at 1-866-814-6247.

### About Get Out There Communications Inc.

Get Out There Communications Inc. is the publisher of Get Out There, Canada’s leading network of outdoor recreation and endurance sports magazines. Serving 160,000 readers through the print magazine and thousands more online, Get Out There is the leading resource for active Canadians. Annually 200,000 copies of Get Out There are distributed at events and in race kits, in addition to retail and resort distribution across the country. Online Get Out There boasts a website featuring Canada’s largest searchable calendar of sports and outdoor recreation events, bi-weekly-newsletters, an iPhone App and social networking forums. Get Out There also organizes events, notably NordicFest, Ontario’s Cross Country Ski and Snowshoe Festival.

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