

## **WOMEN'S RUNNING MAGAZINE TO DEBUT IN 2009!**

**ST. PETERSBURG, Fla. (December 18, 2008)** – *Women's Running*, formerly *Her Sports + Fitness*, the award-winning national women's sports and fitness magazine, announced a major re-branding today. In response to the explosive growth in the women's running industry, *Her Sports + Fitness* will become *Women's Running* beginning with the January 2009 issue.

“More than 90 percent of our current readers are runners, and most of our recent growth has been driven by the female runner,” says Founder and Publisher Dawna Stone. “This change will allow us to focus more closely on our core sport and will enhance our reputation as a leader in women's running, a topic that has always been a focal point for the magazine.”

*Women's Running* will include the most popular *Her Sports + Fitness* departments such as Women Who Move, women-specific gear reviews, training plans and articles on health, nutrition, active travel and beauty as well as new running-specific sections.

According to Stone, “Although we've experienced double-digit growth every year for the past five years as well as record profitability in 2007, our team feels that the *Women's Running* title better communicates what has become our core focus. I believe this change will only increase our ability to grow our readership, and in doing so, inspire and motivate even more women.”

### **ABOUT WOMEN'S RUNNING MAGAZINE**

*Women's Running* ([womensrunningmag.com](http://www.womensrunningmag.com) <<http://www.womensrunningmag.com>> ) is the only women-specific running magazine. *Women's Running* covers all aspects of the running lifestyle, from active beauty needs to training plans. The *Women's Running* mission is simple: to create a high-quality magazine for smart, successful women who use running to balance and enrich their lives. *Women's Running* features quality editorial that motivates women to train intelligently, participate in active travel, adopt healthy nutrition habits and keep moving.

*Women's Running* will be distributed at more than 4,000 retailers including Barnes & Noble, Borders, REI, Dick's Sporting Goods, Eastern Mountain Sports, Books-A-Million and other independent, specialty retailers.

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