

Hash the World **HARRIER** *INTERNATIONAL EDITION*

MEDIA KIT

**Fun on the Run
since 2002**



FOR FURTHER DETAILS CONTACT

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Our Mission:

The Hash House Harriers, established in 1938 in Kuala Lumpur, has become an international phenomenon with chapters in every country in the world. *Harrier Magazine - International Edition* is a global publication that informs readers with the latest news, information, and events, thus encouraging international travel.

Our Content:

- Coverage of major national, regional & international events
- Travel tips, informative features, technology & gear reviews
- Worldwide Hash House Harrier & Running event calendars
- Informative editorials from our contributors around the world



What's the worst thing about being lost?

"You're the only one who knows..."

-George Carlin

I've got lost a bit, whether getting lost in the bush while laying a trail, or falling behind on a hash and leaving the trail. Finding my way home is sometimes tricky.

It's not intentional when my runs lead through nearby forest only to emerge into a nearby bog, trail, sometimes it is! The hounds are forced to follow the trail of a guideless and confused hiker. Of course I don't use any directional help, animals that have been around for centuries to guide me in the right direction. Over the years, these areas have become more sophisticated and their use on the hash is common.

Dr. Tapscott (VHF) uses a compass to lay trails through the bush. "Why would I need a fancy computer (GPS) like that? All you need is a compass to lay a great trail."

That could save for years and have never gotten lost.

A GPS takes all the fun out of having: "Where's the adventure? There's the path? You may as well have your mommy carry you."

Dayle (VHF) uses a GPS for laying trails and mapping the runs. "I've been using a GPS for a few years now and have a great many runs fully mapped. I e-mail a Google Earth image of the run to all the hatters the next day. It's an amazing technology and extremely useful."

COMPASS

Used for centuries to explore the world.



Essential Hashing Equipment Which is right for you?

PROS:

- Simple with few moving parts
- Low learning curve
- Not likely to get stolen

CONS:

- You still gotta pay attention to keep your bearings
- Get with the times, old fart!

G.P.S.

Latest technology in the palm of your hand



PROS:

- Tells you where you've been and where you are going
- You can see the terrain before you get there
- Map out your trail
- Tells you the run distance
- Share your trail with everyone on Google Earth

CONS:

- Expensive. Likely to get stolen
- High learning curve for old farts
- Makes everything too easy
- Takes the fun out of being lost

Who are our readers?

- Active individuals with disposable income
- Average age: 30-60
- Frequent flyers for business & leisure
- 80% travel to at least 1 major sport event per year
- 25% travel to 4 or more sport events per year
- 90% stay at middle to upper end hotels, dine out and frequent pubs

Paid subscribers in:

- 42 countries around the world
- Readers in every country in Asia and Europe
- Readers in 40 states across the USA

Circulation:

- 10,000 copies per year mailed to subscribers & distributed at regional & International events
- FREE On-line edition will exceed 50,000 hits in 2010

Distribution:

- Paid Subscribers 75%
- Regional/Int'l Events 20%
- Retail Outlets 5%

Readership:

- Male 60%
- Female 40%



Looking Ahead



 Exotic Destinations

 Upcoming Events

 Informative Features

 Entertaining Columns