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Our monthly extreme obstacle fan product and gear reviews on the items we use and trust. Take our advice and check these items out, we promise we've tested each one or used ourselves and we have not been paid by any company to post these reviews. Runkz will only review products we really believe in. This month's review?

## **#MUSTREAD**



Mud & Obstacle is a solid, ambitious magazine that thoughtfully captures the essence of mudventure and obstacle course events

Let's admit it: Those of us in the Runkz community have balls. Big, huge balls.

How else to explain that, during a time when iconic publications including Newsweek, Ladies Home Journal, and Sporting News have folded or drastically scaled back their print editions, the mudventure industry recently launched a glossy, paper magazine. In 2014.

When you think about it, Mud & Obstacle, whose premier issue hit newsstands and Kindle devices in January, is not so much a financial gamble as a response to a dramatic paradigm shift in cultural America. While the airwaves (TV, radio, Internet) are littered with talking heads spewing partisan rhetoric, the collective public focus has actually settled far away from the theoretical and rested firmly ó+definitively ó+on mudventures and obstacle course events.

We're in the midst of a movement, people, a revolution of mind and body that Mud & Obstacle is both chronicling and directing. Thoughtfully

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crafted and artfully designed, the magazine is not so much a tool as it is a statement, overachieving in a format where others routinely play it safe.

There is no fluff here. Everything is purposeful and consequential, with weighty pieces that are profound and scholarly.

There are essential training tips that deliver genuine performance enhancements, along with first-person advice from seasoned racers that provide insights unavailable from any other media platform. Nutrition advice, race announcements, and equipment reviews are also standard fare, exhaustive coverage that helps complete any Runkz lifestyle.

At the heart of M&O's early success (and assured longevity) are a talented group of folks who know mudventure. Its masthead is weighted with solid, editorial personnel, not English lit dropouts gathering a paycheck while waiting for their screenplay to be optioned.

Robert Young, the magazine's editor-in-chief, is an obstacle racer himself, whose first person experience provides highly relevant insights and choices that touch every aspect of the magazine, from its roster of high-profile industry contributors to the focused content that delivers value far beyond its \$24.99 annual Kindle subscription price (delivered bi-monthly; a 30% savings off the current issue price).[JS1] Subscriptions are also available directly from the magazine's website: <a href="http://www.mudandobstacle.com">http://www.mudandobstacle.com</a>.

It's a worthy, prudent investment. A testament to our talent and ambitions.

GEAR UP. JOIN IN. GAME ON.

Interested in last month's review? Just head over here >

