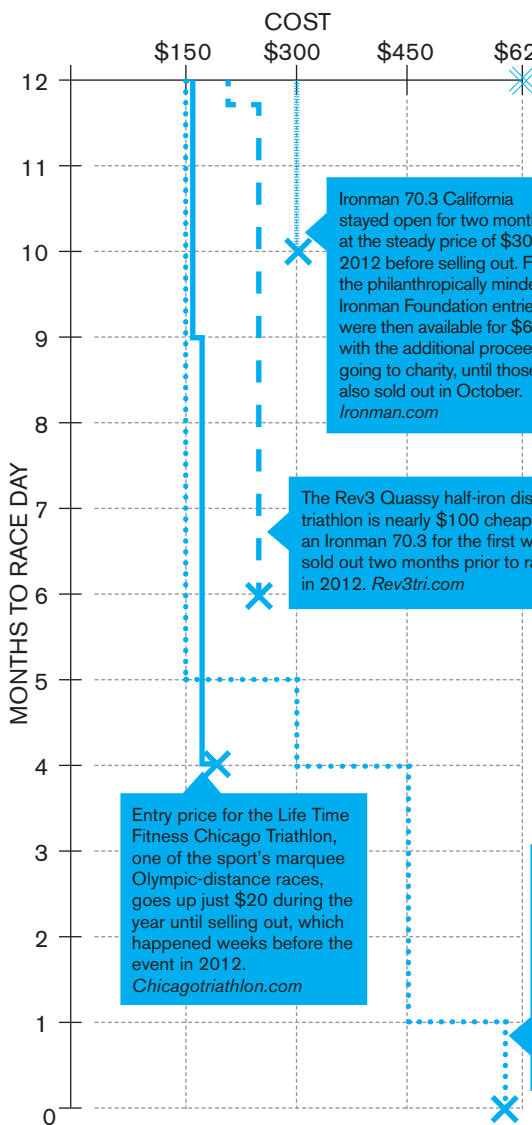


MONEY TALK

Official Ironman events have an undeniable appeal, but several other series host equally rewarding races—often for much less than the price of racing under the M-dot. Whether you're looking for the brand-name experience or trying to stretch your entry fee budget to the max, here's what your race dollars can buy. —Aaron Hersh

Entrance Exam

Race distance, series reputation and time before the event all impact entry price. Do your research to find the race experience you want at the best price.



Want to race an official Ironman? Better check when registration opens. Last year's Ironman Lake Placid sold out for the full \$625 fee "in minutes," says Ironman. Ironman.com

Ironman 70.3 California stayed open for two months at the steady price of \$300 in 2012 before selling out. For the philanthropically minded, Ironman Foundation entries were then available for \$650, with the additional proceeds going to charity, until those also sold out in October. Ironman.com

The Rev3 Quassy half-iron distance triathlon is nearly \$100 cheaper than an Ironman 70.3 for the first week. It sold out two months prior to race day in 2012. Rev3tri.com

Entry price for the Life Time Fitness Chicago Triathlon, one of the sport's marquee Olympic-distance races, goes up just \$20 during the year until selling out, which happened weeks before the event in 2012. Chicagotriathlon.com

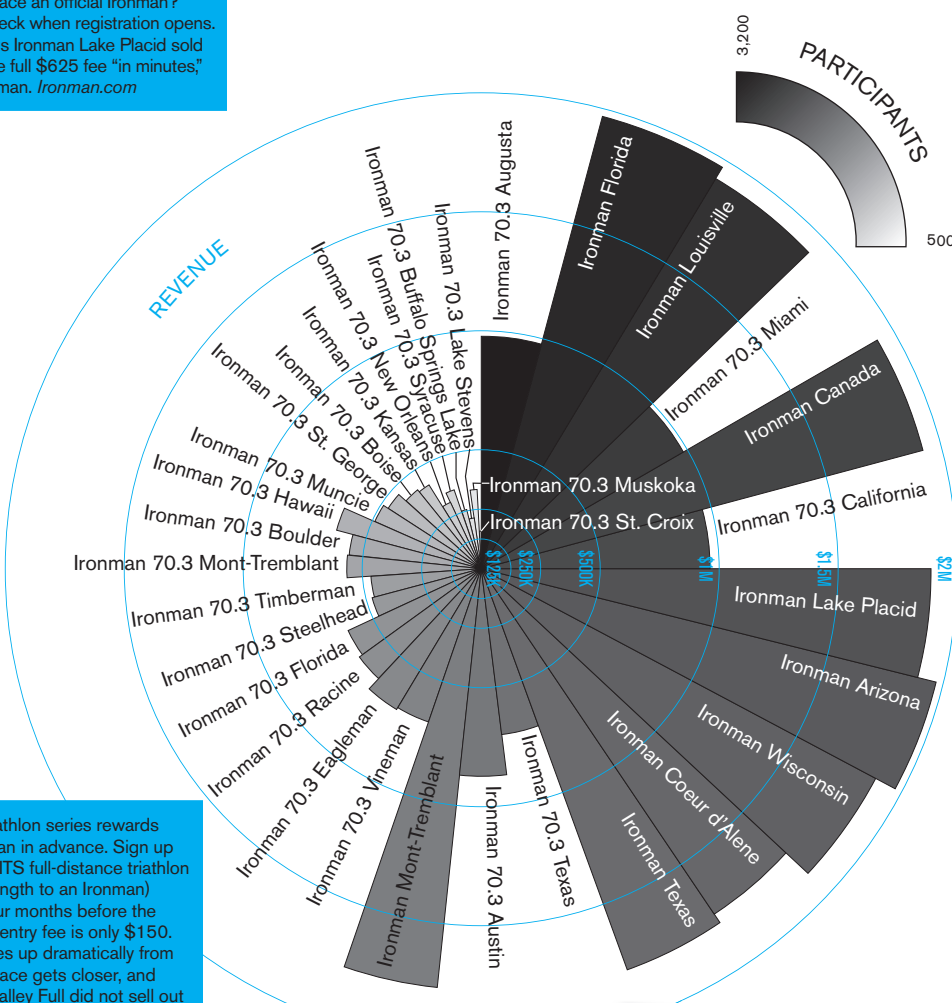
The HITS Triathlon series rewards those who plan in advance. Sign up for a 2013 HITS full-distance triathlon (equivalent length to an Ironman) more than four months before the race and the entry fee is only \$150. The price goes up dramatically from there as the race gets closer, and HITS Napa Valley Full did not sell out in 2012. Hitstriathlonseries.com

- HITS Napa Valley
- Life Time Fitness Chicago Triathlon
- - - Rev3 Quassy
- Ironman 70.3 California
- ✕ Ironman Lake Placid (sold out in minutes)
- ✕ Sell out date

DATA COLLECTED BY RAYMOND BRITT AND ADAM ELDER

The Fat Cats

Even with plenty of series vying to challenge Ironman and lower-priced events, the champion stands alone. With nine sold-out iron-distance races and a whopping 24 Ironman 70.3 sellouts last year in North America alone, most of the sport's registration dollars are still funneling toward World Triathlon Corporation, the owner of Ironman. The width and shade of each pie piece represents the number of registrants in the race, and the length depicts the estimated total money spent on entry fees.



Bulk Discount

Looking to race as much as possible without going broke? For \$1,200, Rev3's Season Pass will get you on the start line of all 10 Rev3 triathlons in 2013. And the best part: It's transferable, so you can split one with a friend or family member. Rev3tri.com

