

## LUC HATLESTAD NAMED SENIOR EDITOR AT 5280 MAGAZINE

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(Denver) - Luc Hatlestad has been named Senior Editor of *5280: Denver's Mile-High Magazine*. His appointment is the latest move in a dramatic editorial expansion the magazine began three years ago. In that time, *5280* has tripled the size of its editorial staff and increased its total editorial budget by nearly \$1 million.

"We're proud to be defying the current trend of cutting back on editorial staffing and resources," said Daniel Brogan, *5280's* editor and publisher. "Growing our editorial staff allows us to deliver the service packages that readers have come to trust, and also provide intelligent narratives, investigative packages, and expanded coverage of the local issues relevant to the community. We are passionate about publishing one of the best city and regional magazines in the country."

Brogan added that *5280's* investment in editorial has paid off. Since 2003, the magazine's advertising sales have nearly doubled, growing by more than 23 percent in 2006 alone.

In his new position, Hatlestad will edit *5280's* Atmosphere department and play a large role in editing other large package stories, including *5280's* highly regarded annual Top Doctors feature. Hatlestad was previously with the original *Red Herring magazine* in numerous positions, including senior writer and technology editor and he was the magazine's first-ever East Coast editor. His writing has appeared on *Premiere magazine*, *San Francisco magazine*, *Business 2.0*, *Salon.com*, and the *American Journalism Review*. He also has extensive experience as a writer and editor for technology and business trade periodicals, where he won two awards for feature writing from the American Society for Business Publication Editors. Luc has a BA in anthropology from Grinnell College and an MS from the Medill School of Journalism at Northwestern University.

"Luc is an exceptional editor well versed in business, technology, sports, culture, and politics. This acquisition adds vital editorial talent to our growing team," said deputy editor Cara McDonald. "From his many years at leading technology publications in Silicon Valley, Luc has a firm grasp on the business community and I am confident that our readers will benefit greatly from his insight as it relates to local issues."

*5280: Denver's Mile High Magazine* is the essential guide to local issues, dining, arts, entertainment, and living well in the Mile-High City. First published in July 1993, the magazine delivers award-winning content and is the largest local or regional magazine produced in Colorado with a total distribution of more than 80,000. Visit [5280.com](http://5280.com) for more information about the magazine and to search the city's most comprehensive restaurant and calendar listings.

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