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5280 to Publish Monthly in 2006
Denver's City Magazine To Meet Growing Demand for In-Depth Regional Coverage

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5280 Publishing, Inc. today announced that *5280: Denver's Mile High Magazine* will increase its frequency from nine times a year to monthly beginning with the February 2006 issue. *5280*, Denver's city magazine, launched in July 1993 with a print run of 20,000 and now has a total distribution of more than 80,000, making it the largest local or regional magazine produced in Colorado.

The magazine recently doubled the size of its editorial staff to include award winning executive editor, Maximillian Potter, and a new deputy editor from *Indianapolis Monthly*, Cara McDonald.

"2005 has been another year of tremendous growth for us," said Daniel Brogan, *5280's* editor and publisher. "We're thrilled by how the people of Denver have embraced *5280* and the continued support from the city makes this an opportune time to go monthly."

The magazine's highlights for the first half of the year include:

- Advertising revenue has grown by more than 18 percent, far outpacing local and national averages for print publications.
- Continued strong newsstand sales prompted the magazine to be promoted to the coveted front-row center checkout pocket at all area King Soopers stores. *5280* outsells most national magazines on local newsstands including *Time*, *People*, *Oprah* and *Martha Stewart Living*.
- More than 2,000 copies of *5280's* June Top of the Town issue were sold at Whole Foods in Cherry Creek, setting a single-store sales record for any magazine at any of the company's 172 locations across the United States.
- The magazine has received numerous local and national awards, including nominations for two National Magazine Awards. Most recently, *5280's* art director, Kevin Goodbar, was selected as a featured designer in the annual Design Anthology of Communication Arts, one of the most prestigious awards a designer can receive.
- The magazine's website, 5280.com, was relaunched last month. New features include Elevated Voices, a weblog updated throughout the day; weekly email newsletters with up-to-the-minute dining and entertainment news; and downloadable versions of Denver's Top Doctors and other popular features.
- Brogan was recently elected to the City and Regional Magazine Association's board of directors, an honor that reflects on *5280's* growing national stature among the organization's 89 member magazines.

Publishing 12 issues a year will allow clients more flexibility in terms of delivering their advertising messages to readers. Additionally, *5280* will also expand its commitment to home and shelter with expanded home coverage planned to run in each issue.

"With Denver's geography, cultural dynamics and changing population, I can't think of a more fertile environment for a growing city magazine," said Cara McDonald, deputy editor. "In addition to serving as the definitive guide to life in the city, *5280* has national-level stories to tell—incredible political, investigative, and personality stories, as well as quirky narratives that look deeply at who we are as a region, and celebrate life in the West. Our increased frequency will allow us a timely means of delivering the stories that have the city buzzing."

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