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5280 Increases Home and Real Estate Coverage Beginning with August 2005 Issue

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5280 Publishing, Inc. today announced that it has greatly expanded its commitment to coverage of shelter and real estate in the pages of *5280: Denver's Mile-High Magazine*. Effective with the August 2005 edition, each issue of the magazine will include one or more major features devoted to helping readers find, decorate, and enjoy their dream homes and gardens.

"Advertisers in this market are often under the impression that specialty publications are the only way to reach affluent home owners in Denver," said Remy Spreeuw, *5280's* associate publisher. "Our third-party research indicates that not only can *5280* reach that market, but we reach it more effectively than anyone in town."

According to surveys conducted by The Media Audit, an independent market-research firm, *5280* reaches more than 326,100 Denver-area homeowners over the course of four issues, an audience far larger than those reached in the same period by *Colorado Homes and Lifestyles* magazine or even the *Denver Post's* Sunday Home section. In addition, *5280* also delivers:

- More readers planning to buy a home in the next two years.
- More readers planning to remodel their homes in the next 12 months.
- More readers planning to buy furniture in the next 12 months.
- More readers planning to buy a major appliance in the next 12 months.

"Combine those statistics with our readers' affluent demographics, and you've got an audience that simply doesn't have an equal in Colorado for advertisers in the shelter and real estate business," Spreeuw said. "And by including extensive home coverage in every issue of *5280*, we're now creating a setting that flatters and complements those advertisers' message."

More than 90 percent of the magazine's subscribers own their own homes, which have an average value of \$463,518. Nearly a quarter own two or more homes. *5280* subscribers have an average household income of \$175,602 and an average net worth in excess of \$1 million.

Spreeuw noted that there has been significant upheaval among local shelter publications in recent months, including the launch of new publications, an existing publication sold, and significant personnel changes.

"Advertisers are telling us they're looking for stability," she said. "Having been locally owned and operated in Denver for more than decade, the *5280* name has the highest brand equity in the market."

5280's home coverage will be unlike the "me too" offerings found elsewhere, promised Cara McDonald, the magazine's Deputy Editor.

"There are so many facets of the Denver shelter market—sleek lofts, historic neighborhoods, new urbanism redevelopments, mountain getaways—that it makes for incredibly fertile ground for home coverage," said McDonald. "We'll give readers a glimpse inside some of the city's most inspiring homes, help them navigate trends and find the right resources to better enjoy their space."

5280: Denver's Mile-High Magazine is the essential guide to dining, arts, entertainment, and living well in the Mile-High City. First published in July 1993, the magazine now has a total distribution of more than 80,000, making it the largest local or regional magazine produced in Colorado. Visit www.5280.com for daily blogs, the latest restaurant and calendar listings, plus sign up for special email updates and events from *5280*.

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