

## FOR IMMEDIATE RELEASE

### Strength and Accuracy of 5280's Circulation Cited Among North America's Top 1 Percent

**5280**  
Denver's Magazine

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#### For Immediate Release: October 15, 2009

The accuracy, deliverability, and engagement of 5280's paid circulation has been recognized as among the very best in North America by a leading independent auditing firm.

Circulation Verification Council, which authenticates the circulation and readership claims made by newspapers and magazines, honored Denver's 5280 Magazine with the 2009 Gold Standard Award, which this year went to just 40 of the more than 4,000 publications it audits. CVC praised 5280 for the scrupulous accuracy of its circulation figures, as well as for the exceedingly high degree of engagement its readers have with the magazine.

5280 founder and publisher Daniel Brogan said the award is a reflection of the magazine's 17-year commitment to building a quality audience. "In many ways, circulation is the hardest part of this business," Brogan said. "It takes years of investing in your product to win the loyalty of a large number of readers who will pay for your magazine and look forward to receiving it month after month. It's not something you can do overnight."

5280 delivers an audited net circulation of 77,027, according to CVC. That includes 47,280 paid subscribers; a figure that grew by 10 percent in 2008, and which Brogan expects to grow again this year, despite the economic downturn. 5280 has the greatest overall market penetration of any city magazine in America.

5280 is also the only magazine in Denver that opens its books to an outside auditor for the purposes of proving its circulation claims. "Now more than ever, advertisers deserve to know that they're getting the readership they're paying for," Brogan said. "We think every magazine ought to provide this same level of transparency."

Earlier this year, 5280's award-winning editorial content was honored as one of the Top Five city magazines in America by the City and Regional Magazine Association. "The combination of a great editorial product and our commitment to the absolute integrity of our circulation is why 5280 continues to be Denver's top choice in local magazines," Brogan said.

#### About 5280

Celebrating 16 years as Denver's Magazine, 5280 is the essential guide to local issues, dining, arts, entertainment, and living well in the Mile-High City. Founded in 1993, 5280 is now the largest local magazine in Colorado. It has higher market penetration than any other city magazine in America, and regularly outsells such national titles as *Time*, *People*, *Oprah*, and *Martha Stewart Living* on local newsstands.

5280 supports a wide variety of civic, cultural, and philanthropic organizations and is one of the nation's greenest magazines, having printed on recycled paper for more than 10 years. More information about the magazine can be found at [5280.com](http://5280.com).

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\*Source: CVC Audit Period: January 1, 2008-December 31, 2008