



## For Immediate Release

### 5280 Tops 100,000 Copies; Largest Print Run In 15-Year History

#### For Immediate Release February 28, 2008

DENVER (February 2008)- *5280 Magazine* ([www.5280.com](http://www.5280.com)) today announced that it will print and distribute 100,000 copies of its Best Restaurants issue, due on newsstands February 29. This makes the March issue the largest print run in *5280's* 15-year history.

"At a time when circulation is down across the country, city and regional magazines continue to flourish," said Cassie Noyes, circulation director. "*5280's* flagship issues like Top Doctors, Top of the Town, and Best Restaurants sell incredibly well on local newsstands, and we've increased our March print run to meet reader demand."

Due to *5280's* strong newsstand sales performance over the last several years, the publication has also secured premium check-out pocket placement at top Denver-area grocery chains. *5280's* newsstand sales average around 18,000 making the magazine one of the top five best-selling newsstand titles on more than 400 metro-area newsstands, including King Soopers, Safeway, and Whole Foods Market.

In fact, *5280's* 2007 Top of the Town issue broke a sales record at Whole Foods Market in Cherry Creek North, selling more copies than any magazine, including national titles, had ever sold at that location.

"As marketing choices become more segmented, it is important to our advertisers that they have a guaranteed distribution channel that they trust," said Remy Spreeuw, associate publisher. "This is a trust that can only come from 15 years of cultivating subscriber and newsstand relationships. We're thrilled to hit this print-run milestone as it offers our clients even more readers and exposure for their advertising dollar."

*5280's* March issue goes on sale Friday, February 29. The issue features Best New Restaurants, our bi-annual spring fashion feature from *5280's* fashion editor, Georgia Benjou, 52 ways to Green your Home, and Second Nature, Maximillian Potter's exclusive interview with a family raising a little girl who was born a boy.

#### About 5280: Denver's magazine

Celebrating 15 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.

The magazine's stories often make national headlines, and, in 2005, *5280* was nominated for two National Magazine Awards, the magazine industry's equivalent of the Pulitzer Prize. *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).

For More Information, Contact:

Keely Rubis Spencer  
Marketing Manager  
720.266.6209  
[keely@5280.com](mailto:keely@5280.com)

**DENVER'S TOP MAGAZINE**  
**15 YEARS STRONG**

**5280 Publishing, Inc.**

1514 Curtis Street  
Suite 300  
Denver, CO 80202  
T: 303.832.5280  
F: 303.832.0470  
[www.5280.com](http://www.5280.com)