



**For Immediate Release**

## 5280 Celebrates 10th Anniversary; Now Colorado's Largest, Fastest Growing Magazine

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*5280: Denver's Mile-High Magazine* marks its 10th anniversary with its June/July 2003 double issue, which is now available at more than 500 newsstands throughout Denver and Colorado. The issue, which at 212 pages is the magazine's biggest ever, features the popular "Top of the Town," *5280's* comprehensive annual guide to the best the Mile-High City has to offer. "Top of the Town" will also be the focus of a one-hour television special, airing at 6 p.m., Saturday June 7, on NEWS4 (KCNC-TV Channel 4).

Despite the economy, *5280* continues to thrive. In five of the last six years, the magazine's annual revenue has grown by more than 50 percent compared to the previous year. In 10 years, the worst year the company ever had in terms of growth was 17 percent. For the first half of 2003, revenue is up 20 percent over 2002.

*5280* was founded in 1993 by Publisher Daniel Brogan in the second bedroom of his Denver apartment. "The magazine was funded entirely with personal savings, a couple of family loans, and a whole lotta credit-card debt," says Brogan, previously a reporter and columnist for the *Chicago Tribune*. "Through the years, we've survived a printer's strike, another printer that was shut down after its CEO absconded with \$4 million in company funds, and overwhelming skepticism. There was even one local ad agency that had an office pool as to when we'd go out of business."

From those humble beginnings, *5280* is now the largest local or regional magazine in Colorado. In fact, the magazine's 70,000 distribution is twice that of the next biggest magazine.

On the newsstand, *5280* not only outsells all other Colorado magazines, it often outsells most national publications. At Wild Oats and Tattered Cover, *5280* is the top-selling magazine of any kind. State-wide, *5280* outsells *Time*, *Newsweek*, *US News*, *Business Week*, *Forbes*, and *Fortune* combined on an issue-by-issue basis. The magazine's May 2003 issue, featuring Bronco legend John Elway, sold out at so many newsstands that *5280* took the unprecedented step of going back on press to print 10,000 extra copies to meet the overwhelming demand.

*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, *5280* is locally owned and has always made community support a vital part of its mission. In 2002, that translated to more than \$500,000 in cash and in-kind contributions to a wide variety of Denver-area arts, community, and charitable organizations.

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