



For Immediate Release

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5280 Unveils New Look and First-Ever Guide to "Top of the Mountains"

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5280: Denver's Mile-High Magazine today unveiled a bold, new look that reflects Denver's growing sophistication, as well as the evolving needs of the magazine's readers. The redesign marks the first substantial update to *5280's* look since it was founded in 1993. Editor Daniel Brogan explains the changes in a letter to readers in the new issue:

"Like Denver, we're a lot different than we were in 1993. Back then, we were a little wide-eyed and very eager to please, traits that were very apparent in our original design. Today, we're older, yes (the majority of our staff is now over 30 – some of us significantly so), but we'd also like to think that, like Denver, we've become more confident and more sophisticated. We hope this new look reflects that growth."

The new design includes a bolder logo for better newsstand recognition and clean, new typefaces for text and headlines that improve the magazine's legibility. Many of the improvements, however, are more than skin deep.

"The real challenge came when we saw that a re-design offered the opportunity to make changes that were more than cosmetic," writes Brogan. "With the benefit of a decade's experience, we cast a hard eye on every aspect of *5280*."

Some of the most dramatic changes have been made to the magazine's popular listings sections. For instance, based on reader feedback, the dining section has been changed from a straight alphabetical listing to one grouped by neighborhood. Similarly, *5280's* calendar listings are now organized by week.

The magazine's first issue with its new look kicks off with *5280's* first-ever guide to the "Top of the Mountains." Using the same approach that has made *5280's* "Top of the Town" issue an annual favorite, the 15-page article features *5280's* picks for the best dining, recreation, nightlife, shopping, and more in six of Colorado's key mountain communities.

The November 2002 issue goes on sale Friday at more than 400 metro-area newsstands, as well as 36 City Market stores in leading mountain towns. The magazine's more than 35,000 subscribers should be receiving their copies before the weekend.

5280: Denver's Mile-High Magazine is the essential guide to dining, arts, entertainment, and living well in the Mile-High City. Published eight times a year, *5280* is the largest circulation local magazine produced in Colorado with a total distribution of 70,000 magazines per issue.

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