



For Immediate Release

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5280 Adds Safeway Checkout Sales; Extends Lead as Top Newsstand Seller

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5280: Denver's Mile-High Magazine today announced that beginning with the February/March 2003 issue, the magazine will be sold at checkout stands at more than 100 Safeway grocery stores throughout Colorado. The magazine already has checkout positions at leading Denver-area King Soopers, as well as Wild Oats, Whole Foods, and Alfalfa's. In all, *5280* is sold at more than 400 newsstands throughout Colorado.

5280's new Safeway pockets became available with the closure of *Rosie* magazine, which set off a series of competitive bidding among several local and national publications for the coveted retail spots.

"Safeway's choice of *5280* recognizes the tremendous growth we've seen in newsstand sales in the last few years," said Cassie Noyes, *5280's* circulation manager. "At a time when newsstand sales across the board are declining, *5280* is seeing double-digit growth. Having such highly visible placement at Safeway will only add to that momentum."

With a total distribution of 70,000, *5280* has long enjoyed the largest readership of any local or regional magazine in Colorado. But 36-percent growth in newsstand sales during the first half of 2002 now gives the magazine claim to the title of Colorado's top newsstand seller among local and regional magazines. *5280's* June/July and August issues each sold more than 16,000 copies.

5280's February/March issue, which will go on-sale January 24, 2003, is sure to be another hot seller. It will feature stories on "The Best Cheap Eats in Denver" and the always popular "Denver's Top Singles."

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 actively supports dozens of Denver-area charitable and community organizations.

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