WHY DENVER?

#1 PLACE TO LIVE NATIONALLY
U.S. News & World Report

#1 CITY for BUSINESS AND CAREERS
Forbes

51,000 NEW JOBS CREATED IN 2016
metrodenver.org

THE FASTEST GROWING CITY IN THE NATION
9 News KUSA

NINTH MOST EDUCATED CITY IN THE U.S.
NYTimes

5280 MAGAZINE
5280 Magazine: A TRUSTED Partner

**DISTRIBUTION**
5280 is the largest and most read local magazine in the state. Our distribution is verified by the Circulation Verification Council, which provides an annual independent audit. No other local print magazine can make that guarantee. And, 5280 is the #1 monthly magazine on Denver newsstands, outselling most national publications.

**RESULTS**
Advertising in 5280 works. In fact, 92 percent of our subscribers tell us they have purchased a product or service based on an ad seen in the pages of the magazine.

**CONTENT**
5280’s award-winning content is the key to our trusted relationship with our ever-growing audience. The magazine’s in-depth reporting and high-quality journalism bring back readers month-after-month, as evidenced by our high subscription renewal rate.

**AUDIENCE**
5280 readers are active, engaged, and highly affluent consumers looking for the best Denver has to offer. Our reader demographics are verified by an independent firm which guarantees that your advertising message is being seen by a qualified audience.

**SOURCES:** 5280 Subscriber Survey 2014, Circulation Verification Council, CDS Fulfillment.
Denver’s only audited and verified magazine.

5280 subscriber renewal rates are above industry average.

5280 is the number one monthly magazine on Denver newsstands outselling national publications.

50,000 SUBSCRIBERS
30,000 NEWSSTANDS
7,000 HOTELS
3,000 WAITING ROOMS

90,000 TOTAL GUARANTEED DISTRIBUTION
### Subscriber Demographics and Readership Habits

#### Demographics

**AGE**
- Median age: 42
- Age 18–34: 23%
- Age 35–54: 41%
- Age 55+: 36%

**GENDER**
- Female: 67%
- Male: 33%

**MARITAL AND FAMILY STATUS**
- Married: 68%
- Single: 32%
- Have children: 66%
- Have pets: 62%

**EDUCATION**
- College degree: 84%
- Post-graduate degree: 43%

**READERSHIP HABITS**
- Readers per copy: 4.6

**ECONOMIC PROFILE**
- Average household income: $196,478
- Average net worth: $1,271,329

#### Annual Household Income
- Greater than $100,000: 60%
- Greater than $150,000: 40%

#### Home Ownership
- Own home: 89%
- Average value of primary home: $583,544
- Own a second home: 26%

#### Market Value of Primary Home
- Greater than $400,000: 64%
- Greater than $550,000: 34%
- 5280 readers in market who own a home greater than $1,000,000: 56%

#### Purchasing Habits
- Has purchased a product or service based on an ad in 5280: 92%

#### Lifestyle
- Traveled four or more times in the past year: 69%
- Ate four or more meals in restaurants in the past two weeks: 35%
- Plan to visit a mountain resort in the next year: 87%

#### Planning or Strongly Considering Purchase of:
- Financial investment: 69%
- Artwork: 52%
- Jewelry: 48%
- Home remodeling: 45%
- Automobile: 38%

#### Find 5280 Helpful When Choosing:
- Restaurants: 99%
- Cultural events: 97%
- Theater: 90%
- Hotels and resorts: 82%
- Travel: 80%
- Doctors and dentists: 70%
- Home furnishings: 69%
- Clothing: 66%
- Health services: 63%
- Spa services: 58%
- Health and fitness: 57%
- Sporting events: 57%
- Artwork: 54%
- Jewelry: 50%
- Home services: 48%
- Real estate: 66%
- Gym: 57%

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**Sources:** 5280 Subscriber Survey 2014, Media Audit Winter 2016, Circulation Verification Council.
Although 5280 has readers throughout Colorado, and across the country, the majority of our readership is found in the Denver metro area. The penetration of 5280's total readership is particularly strong in neighborhoods favored by Denver’s affluent adults.

Denver: 178,514
Jefferson: 108,784
Boulder: 67,687
Broomfield: 13,480
Douglas: 57,854
Adams: 54,649
Arapahoe: 97,626

5280 reaches 668,486 people every month. That’s enough Denverites to fill Mile High Stadium more than 8 times!
EVENT CALENDAR 2017

EVENT CALENDAR SUBJECT TO CHANGE WITHOUT NOTICE. *Event month is subject to change. **Signature 5280 event will benefit a local non-profit. Last updated on September 14, 2016.

January
5280 TOP LAWYERS PARTY
100 | Top Lawyers
VOA RED WINE + SEAFOOD
150 | Foodies

February
LUNCH & LEARN
150 | Industry Professionals
30-50
TENNYSON CENTER Q AND BREW
1,500 | Affluent | 25-45
DESIGN AFTER DARK
1,000 | Design Professionals

March
VOA RUNNIN' OF THE GREEN
20,000 | Runners + Spectators
25-45
BOULDER INTL. FILM FESTIVAL
25,000+ | Film Buffs | 35-65

April
5280 HOME NETWORKING EVENT
150 | Industry Professionals
30-50
BRÜFROU
2,000 | Beer + Culinary Buffs
25-55
BACon + BEER CLASSIC
4,500 | Young Professionals, Foodies

May
AMP THE CAUSE DENVER DAY OF ROCK
100,000 | Music Lovers | 18-55
PROJECT ANGEL HEART ART FOR LIFE
350 | Affluent | 30-50
LUNCHEON BY DESIGN
350 | Affluent | 30-50
WASH PARK HOME TOUR
1,500 | Home and Design Enthusiasts

June
LUNCH & LEARN
150 | Industry Professionals
30-50
DENVER HEALTH HOT ROCKS
700 | Denver VIPs | 30-60
5280 TOP DENTISTS PARTY
100 | Top Dentists
CHILDREN'S MUSEUM BIRTHDAY BASH
500 | Affluent | 30-50
FERRARI + BENTLEY POLO CLASSIC
300 | Affluent | 30-50

July
5280 TOP OF THE TOWN
350-500 | Denver VIPs | 25-55
DOLLS FOR DAUGHTERS GOLF TOURNAMENT
150 | Predominantly Male | 35-55

August
5280 HOME NETWORKING EVENT
150 | Industry Professionals
30-50
MORGAN ADAMS CONCOURS
2,000 | Affluent | 35-65
CHERRY CREEK NORTH FOOD & WINE
2,000 | Affluent | 35-65

September
DENVER FOOD & WINE
1,000 | Culinary and Wine Enthusiasts | 21-55
DSTILL
1,000 | Foodies
DENVER HEALTH FOUNDATION - MODE
500 | Fashion Enthusiasts

October
LUNCH & LEARN
150 | Industry Professionals
30-50
5280 SCHOOL FAIR
200 | Families
5280 DINES**
250 | Chefs and VIPs | 25-55
VOA WESTERN FANTASY
2,000 | Affluent | 25-65
PROJECT ANGEL HEART TASTE FOR LIFE
450 | Affluent | 30-50
CHILDREN'S MUSEUM TRICK OR TREAT STREET
300 | Families

November
VOA WINE, WOMEN + FOOTBALL
400 | Broncos Fans | 25-45
MILE HIGH UNITED TURKEY TROT
1,000 | Millennials, Runners, Denverites | 30-50

December
TOP DENVER DESIGN PARTY
350 | Industry Professionals, City Influentials
9 NEWS PARADE OF LIGHTS
400,000 | Denverites