

DENVER POST MEDIA KIT



20
20

www.denverpostmedia.com

MEDIA KIT

OUR AUDIENCE

DENVER POST PRINT

1,064,409

Average Total Readership

351,343

Average Sunday circulation

145,281

Average weekday circulation

DENVER POST ONLINE

5,970,124

Average Monthly Users

15,967,770

Average Monthly pageviews

2:21

Average time on page

DEVICE BREAKOUT



69%

Mobile



27%

Desktop



4%

Tablet

SOCIAL BREAKOUT



444K

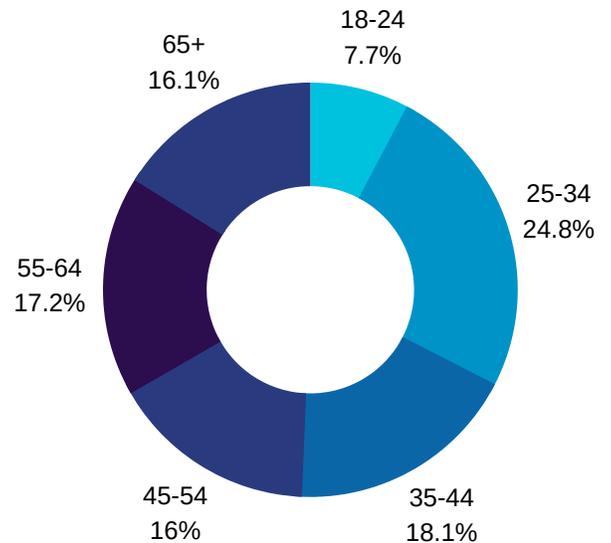
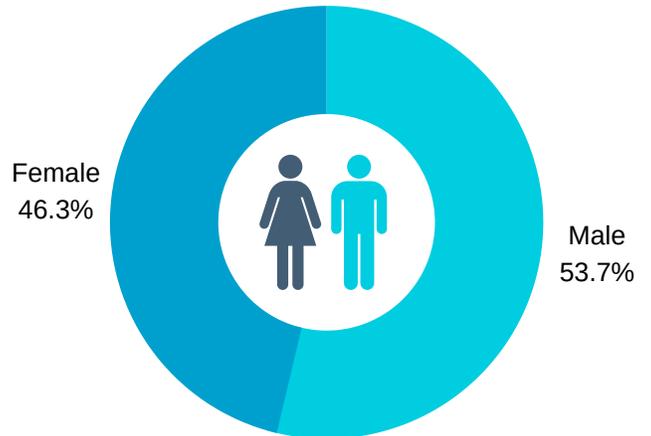


431K



90K

AGE & GENDER



DEMO DIFFERENTIATORS



41.6%

college graduates



64%

Homeowners



23.5%

HHI \$100k+

OUR BRANDS

THE DENVER POST

The Pulitzer Prize winning Denver Post is rooted in its 125 year history of reporting news at both a local and national level. The Denver Post reaches nearly 6 million unique visitors per month and provides news about government, neighborhoods, cities and people in Denver and the state of Colorado.

THE KNOW

The Know is The Denver Post's entertainment website, AKA the place to be to have the best time ever! The site has things to do in Denver and Colorado today, tomorrow, this week and beyond for natives, transplants and people planning their next Colorado vacation.

THE CANNABIST

The Cannabist is a place of ideas, people, art, food and news centered around marijuana. The space is used to share stories of medical inspirations, recipes, state house debate and much more.

THE DENVER POST



432k

Facebook likes

90k

Instagram followers

444k

Twitter followers

39k

Facebook likes

2.5k

Instagram followers

22k

Twitter followers

77k

Facebook likes

8.9k

Instagram followers

84k

Twitter followers

DP MEDIA

OUR PRODUCTS

DP Media offers a rich history of innovation, engagement and results. We are a down to earth team of trusted experts that focus on ideas, not products. We are the strategic partner that can serve your marketing needs and have a little fun in the process.



CONTENT STUDIO

Content is king. Educate our audience about your product or service with sponsored content running in conjunction with The Denver Post, The Know or The Cannabist editorial.



SEARCH

SEM & Shopping
Leveraging cutting-edge product bidding and analysis; optimizes for profit and price competitiveness.



PRINT

Get in front of our vast and highly affluent print audience by placing a modular or high impact ad in a weekday or Sunday issue of The Denver Post.



NEWSLETTERS & EMAIL

The Denver Post sends out various newsletters to it's highly engaged readers who are wanting articles and news sent directly into their inboxes.



DISPLAY

Get in front of our online audience with digital display advertising across The Denver Post, The Know, and The Cannabist. Various targeting capabilities available.

OUR PRODUCTS



VIDEO & PODCASTS

From pre-roll to fully produced video content, our team has the capabilities to get your video and audio message in front of your audience.



CONNECTED TV

Put your message on the biggest screen in the house. Prime Time is now any time with connected TV from Adtaxi.



SOCIAL

Social media posts coming from trusted news organizations have been proven to generate more traction. Partner with our brands through social media to get your message out.



QUANTUM

Leveraging the power of machine learning, Adtaxi's innovative algorithm drives omnichannel optimizations across channels to maximize performance and deliver superior value for advertisers.



GEO-FENCING

Target your audience based on specific location data and utilize our tracking capabilities to measure the resulting foot traffic lift at your location(s).



DYNAMIC ADS

Promote and cross-sell relevant products/services to the most interested users across feed-based display, social or shopping.

DENVER POST PRINT SPECS

BROADSHEET COLUMN WIDTHS

INCHES

1 Column	1.556"
2 Columns	3.222"
3 Columns	4.889"
4 Columns	6.556"
5 Columns	8.222"
6 Columns	9.888"
13 Columns (double truck)	20.888"

CLASSIFIED BROADSHEET COLUMN WIDTHS

INCHES

1 Column	0.889"
2 Columns	1.889"
3 Columns	2.889"
4 Columns	3.889"
5 Columns	4.889"
6 Columns	5.889"
7 Columns	6.889"
8 Columns	7.889"
9 Columns	8.889"
10 Columns	9.889"

YOURHUB & TABLOID SIZES

MODULAR SIZE

INCHES

1/4 Square	4.056" x 4.750"
1/4 Horizontal	8.222" x 2.350"
1/4 Vertical	1.972" x 9.610"
1/2 Horizontal	8.222" x 4.750"
1/2 Vertical	4.056" x 9.610"
Full Page	8.222" x 9.610"
Front Cover Billboard	8.222" x 2.0"
Double Truck	17.50" x 9.610"

DENVER POST SPADEA

Page 1 & 2 (flap)	4.889" x 20"
Page 3 & 4 (full)	9.889" x 20"
Double Truck	15.888" x 20"

**Page 2 & 3 print in B&W

FILE PREP

- We accept production-ready PDFx-1a files created with Adobe's Distiller software
- If you are using a Macintosh with OSX, you should still use Adobe Distiller with the correct settings file to create your PDF. Using Apple's built-in OSX PDF generator is not recommended and print results may vary from what you expect.
- Specify all colors as CMYK values
- Set resolution of continuous tone photographs to 170dpi. Bitmap graphics or logos should be at 600dpi.
- Do not request changes to PDF files. They are intended to be production-ready and are treated as Camera Ready. If you require a change to a PDF file that you have created, you must make the change in your native application and resubmit the PDF before the Camera Ready Deadline.

DIGITAL SPECS

DESKTOP



970x90 or 728x90
jpg, png, gif, HTML5
40K

MOBILE



320x50
jpg, png, gif, HTML5
25K

TABLET



728x90
jpg, png, gif, HTML5,
40K

Leaderboard

Sliding Billboard

970x30 and 970x250
jpg, png, gif, HTML5
15KB, 90K



Cube

300x1050, 300x600, 300x250
jpg, png, gif, HTML5
100KB, 80KB, or 40KB

300x250
jpg, png, gif, HTML5
40K

300x250
jpg, png, gif, HTML5
40K

Photo Slideshow

640x480
jpg, png, gif, HTML5
100

320x240
jpg, png, gif
50K

640x480
jpg, png, gif
100K

Sponsored Logo

142x32
jpg

142x32
jpg

142x32
jpg



FACEBOOK

1200X628

jpg, png
40KB



INSTAGRAM

1080x1080

jpg, png
30KB



VIDEO

15 or 30 secs
16:9 ratio, mp4
4GB



NEWSLETTERS

300X250
jpg, png, gif
50KB

SUMMER CAMPS GUIDE

Come January, parents are already planning to ship off their kids for the summer. The Summer Camps Guide is published annually and profiles the multitude of summer camps available throughout Colorado for the upcoming summer season. Get your message in front of active, busy parents looking for solutions to the "kids being bored over summer" thing.

SPRING TRAINING

The MLB's Spring Training is our first look into what the teams are going to look like in the upcoming season. Many people travel to Arizona or Florida to check out the action in person, while others just follow the media coverage. Either way, get in front of this baseball fanatic crowd during the 2 month Spring Training time-frame.

HOME & GARDEN SHOW

Home is what you make of it and Colorado homeowners spend much of their time knee-deep in dirt and renovations so it truly feels like home. The Colorado Spring Home & Garden Show's official guide will reach nearly 1 million active and affluent readers looking for the latest in home-improvement and decor ideas. Tap into two Denver institutions - The Home & Garden Show and The Sunday Denver Post - and gain unmatched access to an audience crucial to the success of your business.

GROW

Gardeners know that good soil leads to a healthy plant. Let Grow, The Denver Post's weekly gardening publication, lead to long-term growth for your business. Grow provides seasonal advice from the Garden Centers of Colorado and our award-winning editorial staff, consistently delivering a host of new ideas for readers who cherish Colorado's outdoor lifestyle. Your message will be seen again and again as green thumbs refer to Grow articles, advice, and advertising specials every year.

TOP WORKPLACES

Organizations like to boast about how great their office is to work at, but the proof is in the pudding. What do the employees have to say about it? Which places really are the best work environments in Colorado?

Each year The Denver Post answers those questions definitively and decisively with a hard-fought competition among hundreds of employers. Opportunities for advertisers are available to align your message with this yearly initiative.

ROCKIES BASEBALL

From opening day to the playoff games, The Denver Post has coverage on all things Rockies baseball. With print and digital coverage, you can be in front of this baseball crowd at any time throughout the season. Play ball!

SUMMER GETAWAYS

Ah, sweet summertime. A time to get outside, explore the beautiful State of Colorado and beyond. We want to help our readers navigate the summer in Colorado. Each year we publish a glossy covered magazine-style publication with articles on different summer activities. Get in front of active, adventurous readers by placing an ad on the inside front cover, inside back cover or back cover.

GROW

Gardeners know that good soil leads to a healthy plant. Let Grow, The Denver Post's weekly gardening publication, lead to long-term growth for your business. Grow provides seasonal advice from the Garden Centers of Colorado and our award-winning editorial staff, consistently delivering a host of new ideas for readers who cherish Colorado's outdoor lifestyle. Your message will be seen again and again as green thumbs refer to Grow articles, advice, and advertising specials every year.

DENVER AUTO SHOW

The Denver Auto Show is the premier showcase of the newest vehicles in the market, attracting car enthusiasts and buyers from across the state. The Denver Auto Show Guide is a high-gloss magazine distributed to attendees as well as inserted into the Wednesday Denver Post. If you want to get your message in front of motivated car shoppers, this is the place!

ROCKIES BASEBALL

From opening day to the playoff games, The Denver Post has coverage on all things Rockies baseball. With print and digital coverage, you can be in front of this baseball crowd at any time throughout the season. Play ball!

BRONCOS FOOTBALL

Whether you're a Broncos fan or not (but let's be real, you should be a Broncos fan) The Denver Post's NFL section is a great way to get in front of a loyal, football-loving, audience every single Sunday of the season. If you're trying to grab the attention of those who love the NFL, this section includes the right opportunities for you.

FALL HOME SHOW

Home is what you make of it and Colorado homeowners spend much of their time knee-deep in dirt and renovations so it truly feels like home. The Colorado Fall Home Show's official guide will reach nearly 1 million active and affluent readers looking for the latest in home-improvement and decor ideas. Tap into two Denver institutions - The Home & Garden Show and The Sunday Denver Post - and gain unmatched access to an audience crucial to the success of your business.

NACAC COLLEGE FAIR

Don't miss the opportunity to reach thousands of students, parents and families with the National Association for College Admission Counseling Official Event Guide. The guide is published in The Denver Post in mid-September to help attendees and their families plan for the fair, which is the third weekend in September. Free and open to the public, NACAC's College Fair allows students to interact with admissions representatives from a wide range of post-secondary institutions to discuss course offerings, financial aid requirements, college life in general, and other information pertinent to the college selection process.

BRONCOS FOOTBALL

Whether you're a Broncos fan or not (but let's be real, you should be a Broncos fan) The Denver Post's NFL section is a great way to get in front of a loyal, football-loving, audience every single Sunday of the season. If you're trying to grab the attention of those who love the NFL, this section includes the right opportunities for you.

OPEN ENROLLMENT

An apple a day may keep the doctor away, but open enrollment is here to stay. Whether you're a healthcare provider or a hospital, our Open Enrollment Guide is designed to equip readers of all ages with the information they need to make smart health care decisions. Topics will focus on health and wellness, taking control of your health care decisions, and updates from legislation that have passed. If you're involved with these topics, engage our audience with important information that's good for everyone's health.

SKI & SNOWBOARD EXPO

The Ski & Snowboard Expo guide is a printed resource for the expo where thousands of skiers, novice and experienced, come to learn and get prepared for the upcoming season. The valuable guide is seen and read by many to pump them up for the season ahead. If your business wants to reach this group of winter enthusiasts, this is the place to do it.

A YEAR IN PHOTOS

Of the many thousands of images that The Denver Post photojournalists snap each year, only a fraction make it to readers' eyes either in print or online. The photos included in The Year in Photos document everything from the biggest news stories of 2020 to daily life across Colorado. In addition to the photographic timeline through the seasons, each Denver Post visual journalist reflects on one story they covered over the past year that stuck out as being particularly interesting or meaningful to them. Revisit the year - the good, the bad, and everything in between.

WINTER GETAWAYS

With over 300 days of sunshine in Colorado each year, it's easy to enjoy being outdoors! The Winter Getaways special section highlights things to do during the chillier months and helps natives (and transplants!) navigate the winter and where to go. Get in front of these active readers by placing an ad on the inside front cover, inside back cover or back cover.

BILLING FAQ

When are invoices generated & when can I expect to receive it?

Mailed invoices can take 7-10 business days

Emailed invoices should be received by the 4th business day of the month.

Do you offer lines of credit?

Yes, with a qualified credit application.

Where can I get the credit application?

The credit application can be found on our website, [here](#).

If credit is denied, what's next?

We will have to collect payment in advance of advertising for 6 months, and then you can reapply for credit.

What forms of payment do you accept?

Check, ACH and all major credit cards

What are the billing terms?

Net 15, delinquent by the 30th

How do I pay my bill?

Checks can be sent to the PO box on the invoice

Credit cards can be taken over the phone OR save your credit card for future use and contact ssccollections-dp@medianewsgroup.com

Who do I contact about questions on my invoice/statement?

ssccollections-dp@medianewsgroup.com

(866) 392-0153

