

DENVER POST MEDIA KIT

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www.denverpostmedia.com

MEDIA KIT



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 over 6 million unique visitors per month and provides news on government, neighborhoods, cities and the people in Denver and the state of Colorado.

THE DENVER POST

THE KNOW

The Know is The Denver Post's entertainment website that provides visitors with things to do, where to be, and what to see in Denver and the beautiful state of Colorado. The site is for natives, transplants and tourists to plan their next Colorado vacation.



THE CANNABIST

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



THE DENVER POST PRINT


CIRCULATION

Avg. Sunday Circulation **357,742**

Print	171,799
Digital Replica	37,551
Digital Non-Replica	34,407
Weekend Select	113,985

Avg. Weekday Circulation **151,513**

Print	73,154
Digital Replica	44,251
Digital Non-Replica	34,108

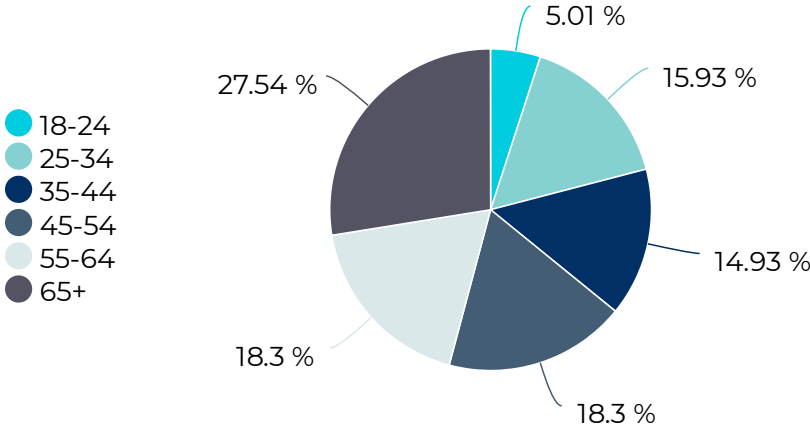
 **41.6%**
College Graduates

 **64%**
Homeowners

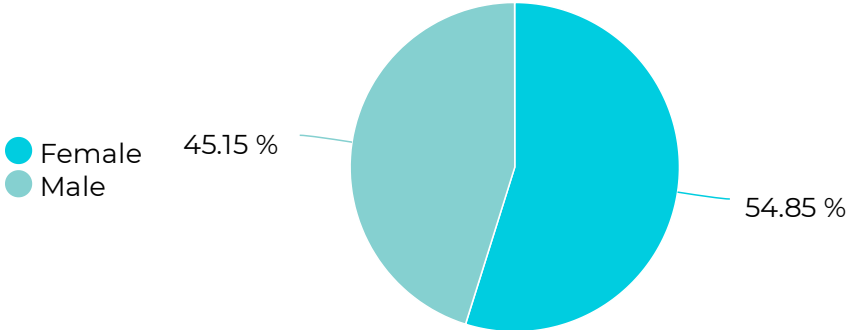
 **23.5%**
HHI \$100k+

DEMOGRAPHICS

AGE BREAKOUT



GENDER BREAKOUT



THE DENVER POST

THE DENVER POST PRINT

SECTIONS BY DAY

MONDAY

Main, Sports

TUESDAY

Main, Sports

WEDNESDAY

Main, Sports, Life & Culture (pre-printed)

THURSDAY

Main, Sports (includes classified), Life & Culture

FRIDAY

Main, Sports (includes classified), Life & Culture

SATURDAY

Main, Sports, Life & Culture, Real Estate, Auto/Classified

SUNDAY

Main, Denver & The West, Sports, Business, Real Estate/Classified, Perspective Life & Culture

YOURHUB

The Denver Post's Community Section

ZONES

- Adams County
- Arapahoe County
- Arvada/Wheat Ridge/Westminster
- Aurora
- Douglas County
- Denver
- Golden/Evergreen/Conifer/Morrison/South JeffCo/Ken-Caryl/Columbine
- Lakewood/Edgewater

SPORTS ORDER RESTORED IN CU FOOTBALL PROGRAM	WORLD & POLITICS U.S., TALIBAN SIGN AFGHANISTAN DEAL	COUPON TOTAL COUPON SAVINGS IN TODAY'S PAPER: \$388
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Voice of the Rocky Mountain Empire

THE SUNDAY DENVER POST

MAKES COUPON AND COLOR 4x5" 11x17" 11x18" MARCH 1, 2020 • DENVER POST • © THE DENVER POST • BY MAIL AND ONLINE EDITIONS

CORONAVIRUS

First U.S. death in outbreak

By Michael Crowley, Mike Baker and Nicholas Riggs-Harbaugh
The Denver Post file

WASHINGTON—Hours after officials confirmed the first death in the country from the coronavirus, many Americans expressed anger and dismay over the outbreak, including the fact that the first death occurred in a nursing home in Washington state. The outbreak is spreading across the United States, and officials are warning that the disease could spread to other parts of the country. The first death in the United States was reported in a nursing home in Washington state. The outbreak is spreading across the United States, and officials are warning that the disease could spread to other parts of the country.

DIA at 25

Too far away. A boondoggle that's now a boon to the economy. And over the years, the Denver area has grown to meet it.



A long expressway highlights the colors at Denver International Airport, whose terminal has an iconic roof. The fifth busiest airport in the U.S., which served more than 69 million passengers in 2019, marked its 25th anniversary Friday. *Denver Post file*

By Jay Byrnes *The Denver Post*

Once upon a time, critics held it up as the boondoggle of all boondoggles. Denver International Airport, the Mile High City's sprawling airport built from scratch 24 miles from the heart of the city, opened Feb. 28, 1995. It was 16 months overdue and \$2 billion over its original \$2.9 billion budget.



U.S. Secretary of Transportation Federico Peña tours the airport during its construction in 1995. Peña, who worked on the project for a decade, is seen here in 2019. *Denver Post file*

A photo history: Images of Denver International Airport over the years, including its boondoggle. *Monty Sussman* - *USA Today*

ELECTION 2020

Big win for Biden in S.C.

By Steve Poulos, Greg Howard and Bill Barrow
The Denver Post file

COLUMBIA, S.C. Joe Biden scored a stunning victory in South Carolina's Democratic primary Tuesday, taking a key swing state and putting him in a strong position to win the White House. Biden's victory came at a two-day event in Columbia, where he defeated incumbent President Donald Trump. Biden's win was a significant boost to his campaign, as he now leads in several key swing states.

185188 Books • 796 | Crosswords • 128 | Lottery • 28 | Movies • 4E | Observers • 858 | TV Listings • 136 | Media/News Group NEWSPAPERS 1-877-742-7427

The Science Behind PIXAR

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YOURHUB

UNIFY PASTOR, RABBI TO "SWAP PULPITS" THIS WEEK -12B



Schools, care facilities prepare to reopen in coming weeks -6C

Keep your pet healthy in summer heat by protecting their paws, providing shade, water -6C

Dave Weiss is one of the comedians performing at the Denver Comedy Lounge during a socially distanced outdoor stand-up show in the alley behind the Colorado Sake Co. in the RiNo district on July 11 in Denver. See the latest updates in COVID-19 news, including which towns require you to wear a mask when you may come in contact with other people, at the top of the home page at denverpost.com.

Lucy Shaw, Special to The Denver Post

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THE DENVER POST ONLINE

DENVERPOST.COM

14M

Avg. Monthly Pageviews

5.7M

Avg. Monthly Users

2:27

Avg. Time on Page

SOCIAL BREAKOUT

433K



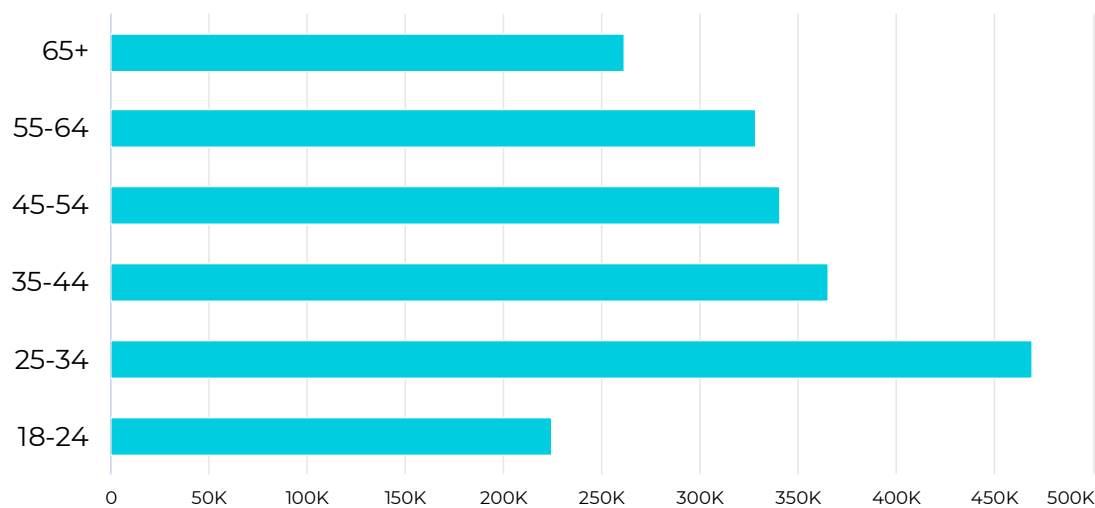
450.3K



112K

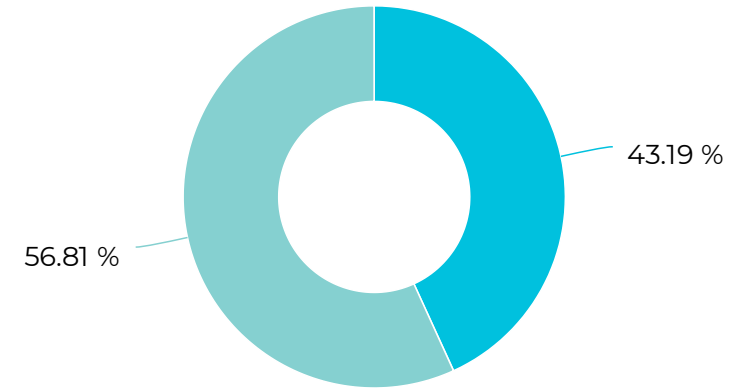


AGE BREAKOUT



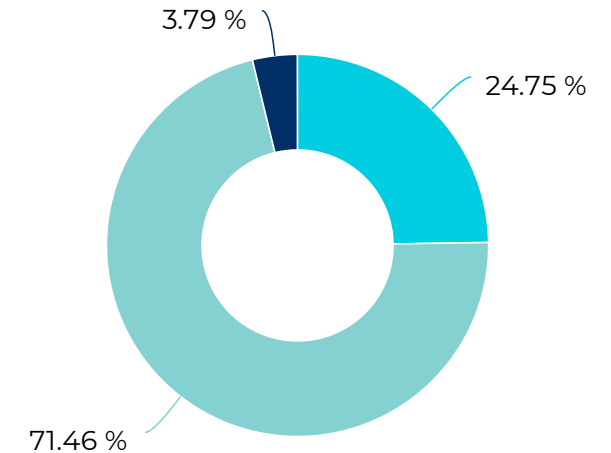
GENDER BREAKOUT

Female
Male



DEVICE BREAKOUT

Computers
Mobile Devic...
Tablets



THE DENVER POST



THE KNOW

THE KNOW ONLINE

1.3M

Avg. Monthly Pageviews

812K

Avg. Monthly Users

3:31

Avg. Time on Page

SOCIAL BREAKOUT

39K



22.2K



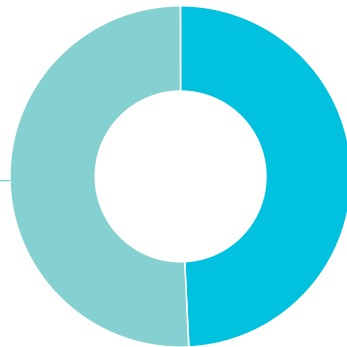
4.1K



GENDER BREAKOUT

● Female
● Male

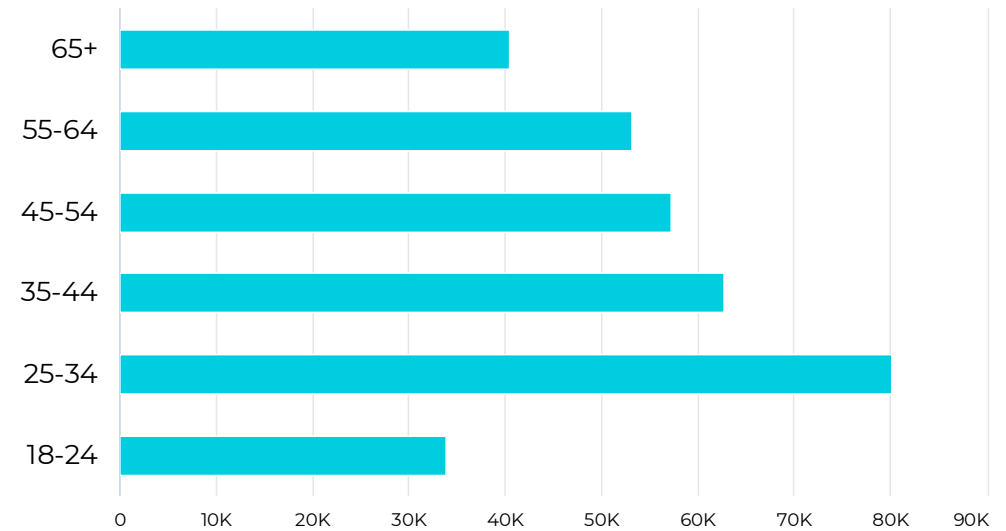
50.76 %



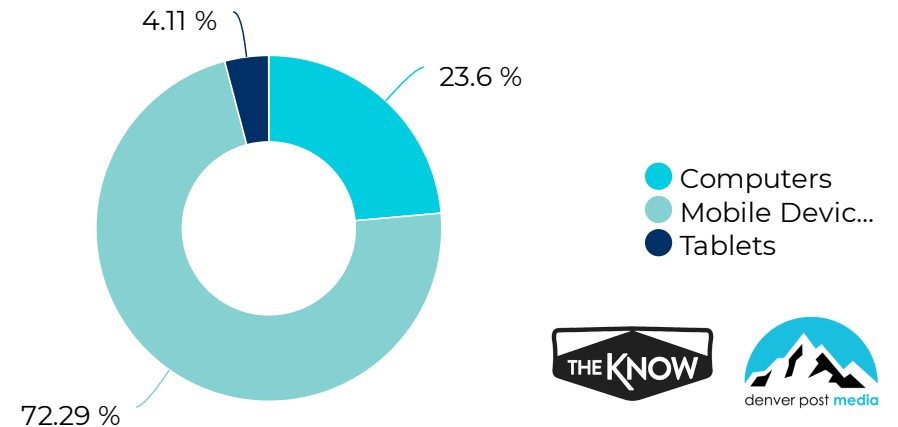
49.24 %

AGE BREAKOUT

● Avg. Monthly Users



DEVICE BREAKOUT



THE CANNABIST

DENVER POST ONLINE

294K

Avg. Monthly Pageviews

108.5K

Avg. Monthly Users

0:40

Avg. Time on Page

SOCIAL BREAKOUT

79K



85.2K

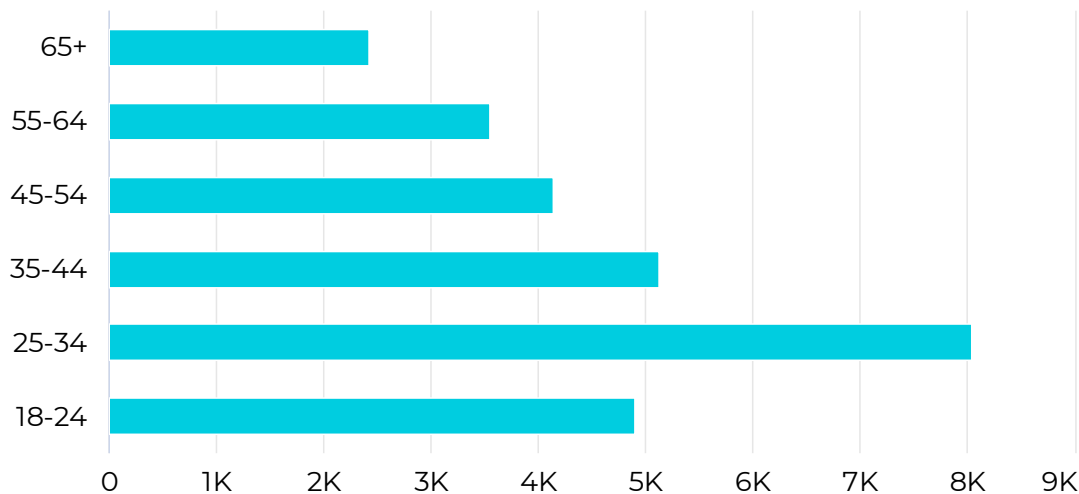


13.7K

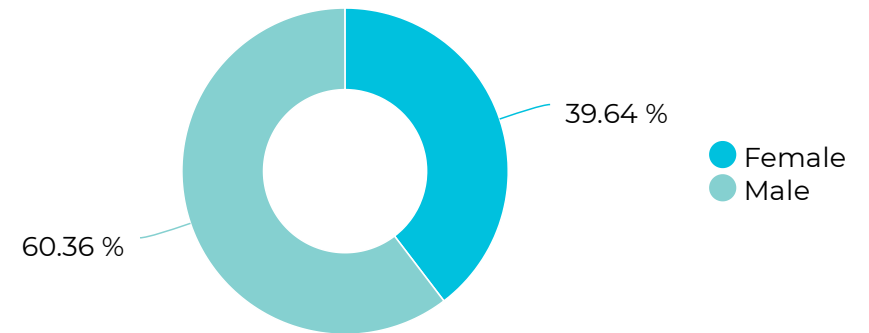


AGE BREAKOUT

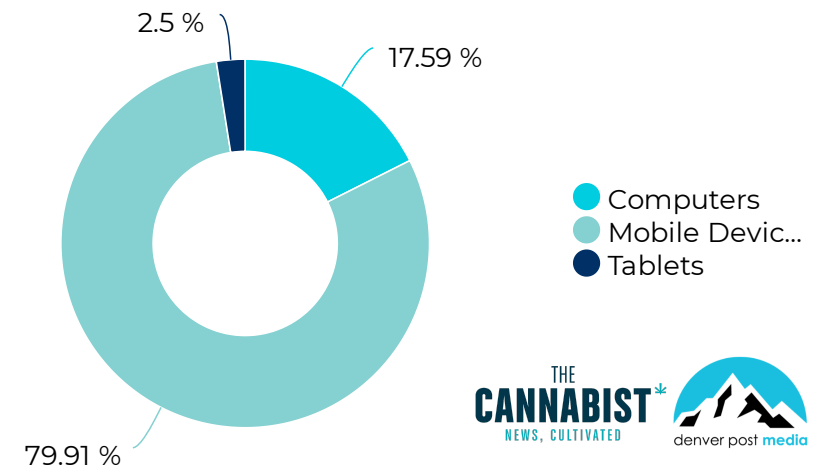
● Avg. monthly users



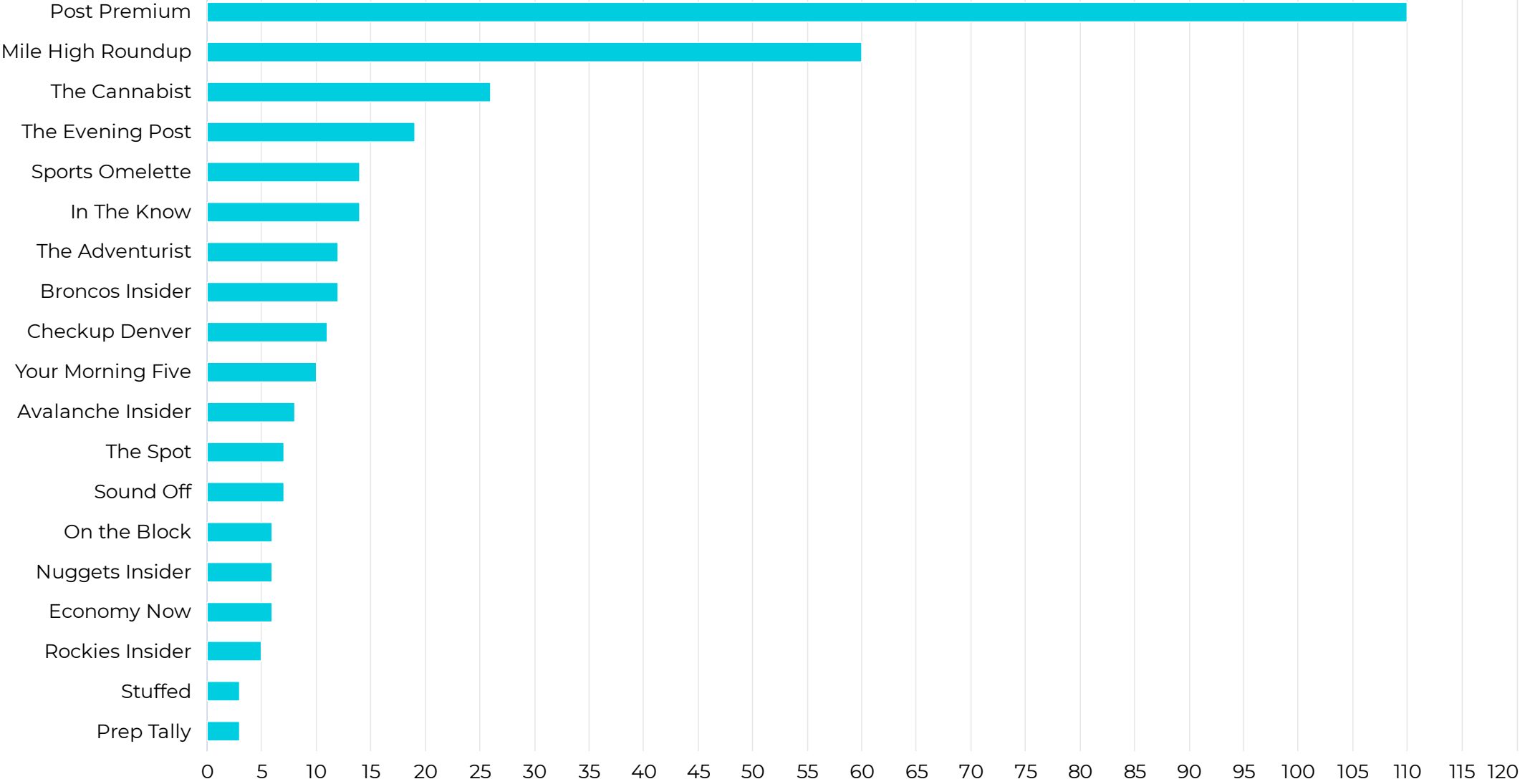
GENDER BREAKOUT



DEVICE BREAKOUT



DENVER POST NEWSLETTERS



● Active Subscribers - measured in thousands

OUR PRODUCTS

Denver Post 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

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 - Leverage cutting-edge product bidding and analysis; optimizes for profit and price competitiveness.

PRINT

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

NEWSLETTERS & EMAIL

The Denver Post sends out various newsletters to its highly engaged readers who are wanting articles and news sent directly to their inbox.

DISPLAY

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

AUDIO & VIDEO

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 largest screen in the house. Prime Time is now any time with connected TV.

SOCIAL

Social media posts 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. Our innovative algorithm drives omni-channel 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.

BILLING FAQ

When are invoice 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 the Resources section of our website, or you can click [here](#).

If credit is denied, what's next?

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

What forms of payment do you accept?

ACH and all major credit cards

What are the billing terms?

Net 15, delinquent by the 30th

How do I pay my bill?

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

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