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 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
CIRCULATION

Avg. Sunday Circulation 342,674
Print 154,378
Digital Replica 27,240
Digital Non-Replica 48,632
Weekend Select 112,424

Avg. Weekday Circulation 147,119
Print 65,451
Digital Replica 33,159
Digital Non-Replica 48,509

DEMOGRAPHICS

41.6%
College Graduates

64%
Homeowners

23.5%
HHI $100k+

AGE BREAKOUT

18-24 27.54%
25-34 15.93%
35-44 14.93%
45-54 18.3%
55-64 18.3%
65+ 14.93%

GENDER BREAKOUT

Female 45.15%
Male 54.85%

Source: September 2020 Alliance for Audited Media: September 2019, Scarborough Research
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

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YOURHUB
The Denver Post's Community Section

**ZONES**

- **West**
  - Arvada/Wheat Ridge/Westminster
  - Lakewood/Edgewater
  - Golden/Evergreen/Conifer/Morrison/South JeffCo/Ken-Caryll/Columbine

- **Central**
  - Denver

- **East**
  - Adams County
  - Aurora

- **South**
  - Arapahoe County
  - Douglas County

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**DENVERPOST.COM**

15.7M Avg. Monthly Pageviews  
7.1M Avg. Monthly Users  
2:34 Avg. Time on Page

**SOCIAL BREAKOUT**

431K  
453.2K  
121K

**AGE BREAKOUT**

65+  
55-64  
45-54  
35-44  
25-34  
18-24

**GENDER BREAKOUT**

42.25% Female  
57.75% Male

**DEVICE BREAKOUT**

24.66% Computers  
71.62% Mobile Devices  
3.72% Tablets

Source: October 2020-December 2020, The Denver Post Google Analytics
THE KNOW

THE KNOW ONLINE

1.2M
Avg. Monthly Pageviews

770K
Avg. Monthly Users

3:15
Avg. Time on Page

SOCIAL BREAKOUT

40K

22.2K

5.4K

GENDER BREAKOUT

Female
56.14 %

Male
43.86 %

AGE BREAKOUT

65+

55-64

45-54

35-44

25-34

18-24

5.4K

4.15 %

24.12 %

71.73 %

DEVICE BREAKOUT

Computers

Mobile Devices

Tablets

Source: October 2020-December 2020, The Know Google Analytics
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 date 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
(866) 392-0153