

DENVER POST

MEDIA KIT

20
23

www.denverpostmedia.com

2023 MEDIA KIT



WHO WE ARE

With a full suite of multi-platform editorial and advertising products, *The Denver Post* and denverpost.com are the **market leaders in print and digital** to reach consumers in Colorado and beyond.

As an **award-winning news source**, our mission is to inform, entertain and educate readers on the events and issues that impact our communities. In addition to breaking news, we pride ourselves on long form journalism, investigative reporting and in-depth sports & entertainment coverage. Our value proposition is to offer our advertising partners **unparalleled access to our diverse audience**, adjacent to our trusted and reliable content.

Our Partnership with **AdTaxi** gives our clients access to the best local solutions coupled with award winning, nationwide coverage and **industry-leading digital marketing capabilities**.

Whether you are looking to spread awareness on a large scale, engage with a qualified audience or focus on efficient conversions, Denver Post Media delivers premium solutions to accomplish your specific goals.

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 Know is The Denver Post's entertainment section 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 HARDWARE



Google Premier Partner

Established, proven performance in search, mobile and shopping.



Microsoft Channel Partner

Providing high-quality results with an unduplicated audience.



Meta Marketing Partner

Pioneering the SMB partner program with unmatched ad tech innovation.



Snapchat Certified Partner

As a leader in the industry, we help advertisers connect with the Snapchat community in creative new ways.



Google Channel Sales Innovation Award

Prestigious Google award won for Quantum™ search pacing tool.



INMA Media Award Winner Best in N. America

"Best Marketing Solution for Advertising Client" Award.



Local Media Association Digital Innovation Award Winner

Recognized for Best Branded Content Strategy



AdExchanger Award Winner

Best Overall Use Of Programmatic In A Marketing Campaign

OUR SOLUTIONS

CONTENT MARKETING Showcase your expertise in your field or sponsor a custom series with sponsored content running through The Denver Post

SEARCH Solutions for both long term success and immediate results in the online search space. Leverage cutting-edge bidding, optimization and analysis

SOCIAL Partner with our brands through social media to get your message out with engaging creative targeted to a custom audience

TARGETED EMAIL Our targeted email database allows for advanced targeting with additional data options for retargeting and reporting

ADVANCED DISPLAY Leverage an omni-channel targeting approach to maximize performance and optimize towards the metrics that matter

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

EMAIL NEWSLETTERS Reach highly engaged readers who are checking their inbox for recent articles on specific topics produced by The Denver Post

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

AUDIO & VIDEO From pre-roll to podcasts, our team has the capabilities to get your video and audio message in front of your target audience

CONNECTED TV Put your message on the largest screen in the house. Prime Time is now any time with Connected TV

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)

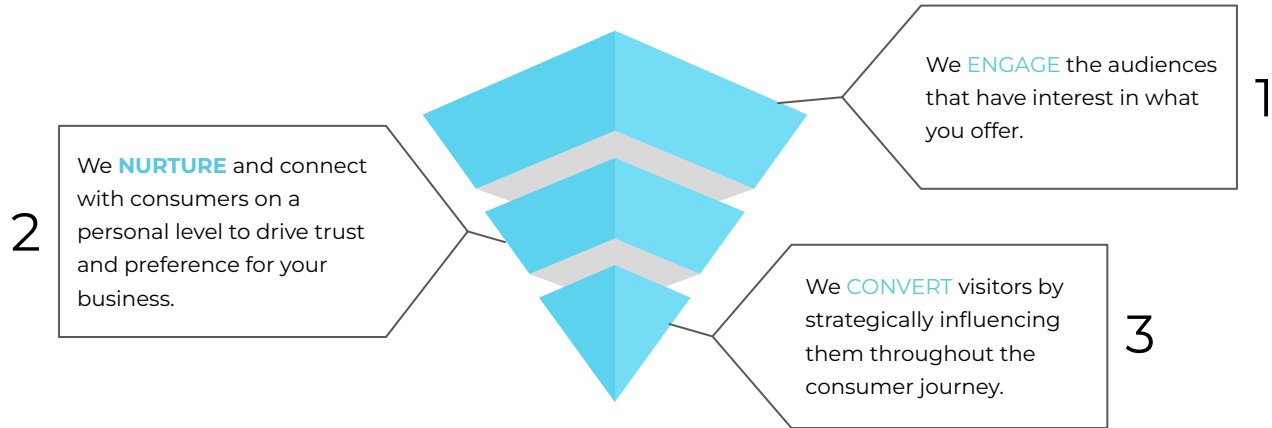
DYNAMIC ADS Promote and sell relevant products/services to the most interested users across feed-based display, social or shopping



THE APPROACH

We possess a breadth of platforms and products that allow us to strategically manage, grow and balance your digital ad portfolio to ensure that we seize the best opportunities in the short term...as well as the long term. We call this our Omnichannel strategic advantage.

With this in mind, we use a three prong approach to capture more business and achieve your goals:



Our partnerships, acquisition approach and proprietary optimizations distinguishes us as leader in digital marketing.

THE DENVER POST PRINT BY THE NUMBERS

CIRCULATION

	SUN	MON	TUES	WED	THURS	FRI	SAT
PRINT	125,535	43,407	38,825	63,216	49,817	50,016	52,052
DIGITAL REPLICA	54,011	110,085	110,054	85,201	98,533	98,749	84,529
NON-DIGITAL REPLICA	12,226	13,254	13,252	13,117	13,168	12,513	11,784

THE DENVER POST PRINT

MONDAY Main, Sports

TUESDAY Main, Sports

WEDNESDAY Main, Sports, Life & Culture

THURSDAY Main, Sports (includes classified), Life & Culture and YourHub

FRIDAY Main, Sports (includes classified), Life & Culture

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

SUNDAY Main, Denver & The West, Sports, Business, Perspective, Life & Culture

YOURHUB ZONES

- **West**
 - Arvada/Wheat Ridge/Westminster
 - Lakewood/Edgewater
 - Golden/Evergreen/Conifer/Morrison
 - Jefferson County/Ken Caryl/Columbine
- **Central**
 - Denver
- **East**
 - Adams County
 - Aurora
- **South**
 - Arapahoe County
 - Douglas County

THE DENVER POST ONLINE BY THE NUMBERS

DENVERPOST.COM

10.4M

Avg. Monthly
Pageviews

4.3M

Avg. Monthly Users

2:23

Avg. Time on Page

SOCIAL BREAKOUT

420K



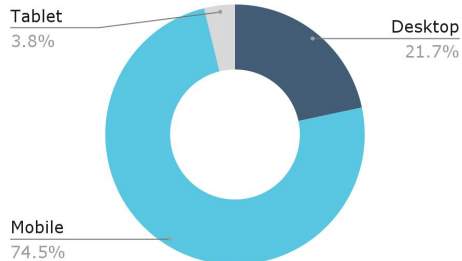
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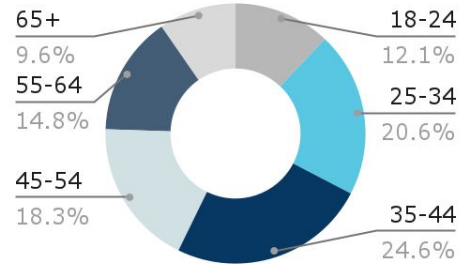
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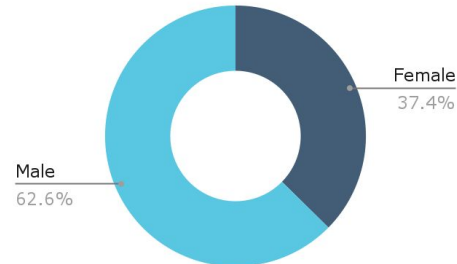
DEVICE BREAKOUT



AGE BREAKOUT



GENDER BREAKOUT



THE DENVER POST NEWSLETTERS

Our Most-Subscribed Newsletters



400,000+
Subscribers

Everything you need to know about Colorado news in one easy-to-read newsletter, sent every weekday.

THE EVENING POST

Get caught up on the latest headlines from The Denver Post, delivered to your inbox every evening.

387,000+
Subscribers



105,000+
Subscribers

A weekly newsletter exclusively for subscribers featuring The Denver Post's best journalism from the week, sent every Sunday.

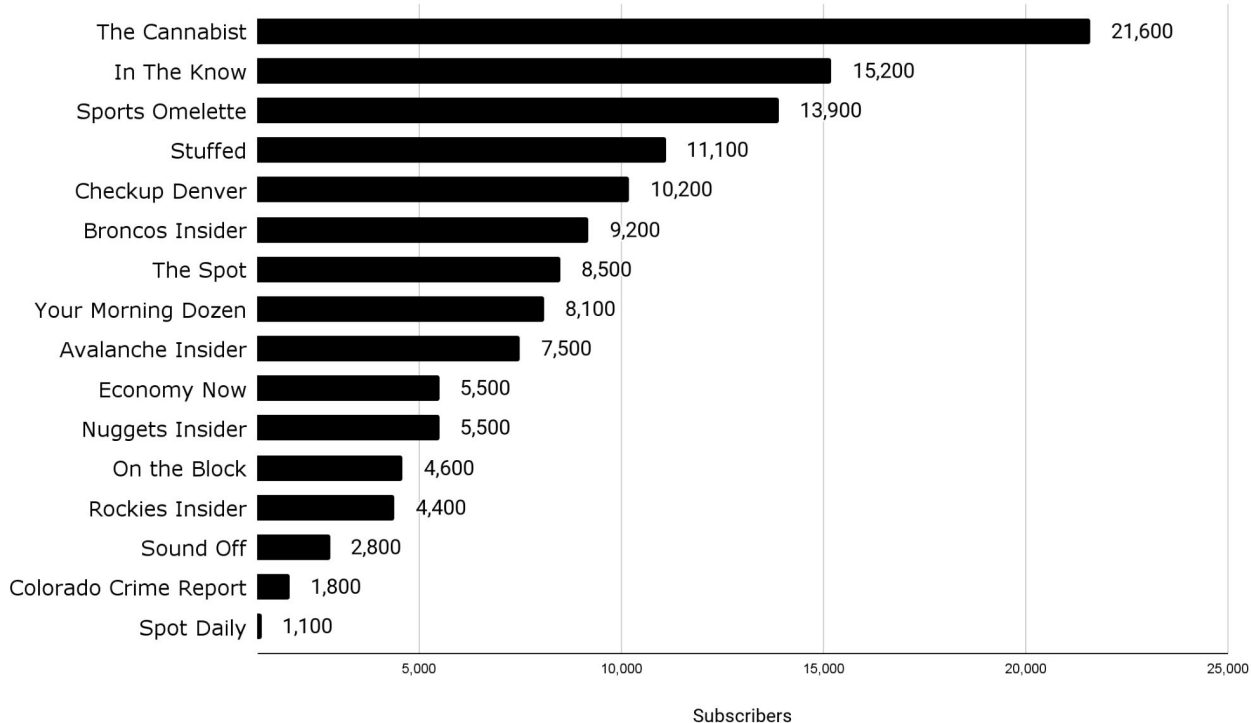


39,000+
Subscribers

Your weekly guide to getting outside, from snow and sun to hiking, skiing, wildlife and more.

THE DENVER POST NEWSLETTERS

Emerging Newsletters



DENVER *Sports* OMELETTE



THE SPOT

 Your Morning **Dozen**

AVALANCHE
INSIDER

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 re-apply 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

THANK YOU!



SALES INQUIRIES

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BILLING

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