

# DENVER POST

## MEDIA KIT

20  
24

[www.denverpostmedia.com](http://www.denverpostmedia.com)

2024 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.



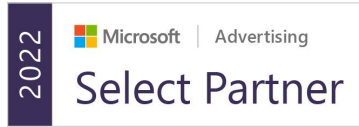
The Know is The Denver Post's entertainment section that provides visitors with things to do, where to be, and what to see in Denver and the beautiful state of Colorado. The site is for natives, transplants and tourists to plan their next Colorado vacation.

# 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)

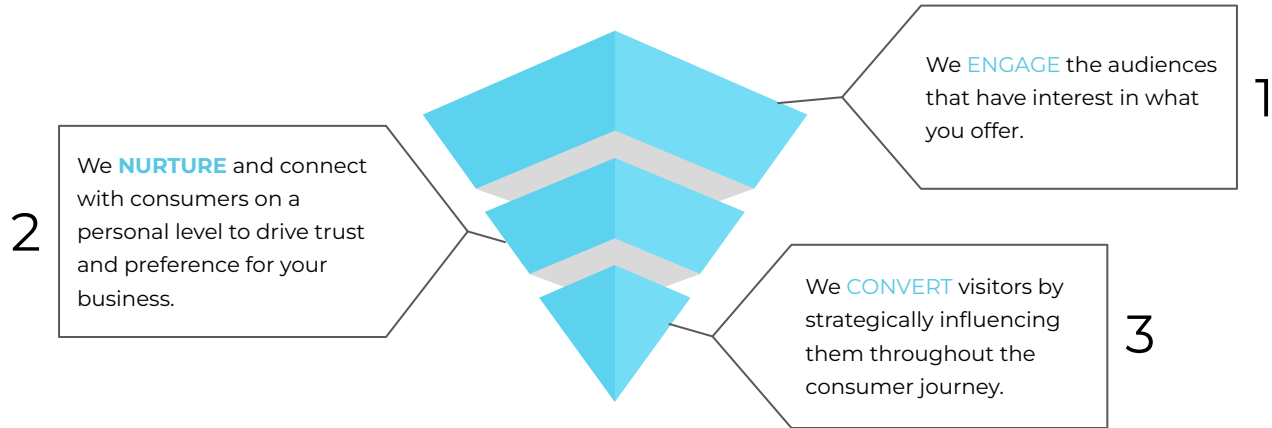
**DYNAMIC ADS** Promote and sell relevant products/services to the most interested users across feed-based display, social or shopping



# OUR 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	104,808	32,216	31,347	46,054	36,868	37,165	38,543
DIGITAL REPLICA	69,654	109,431	110,581	94,849	104,162	104,136	91,325
NON-DIGITAL REPLICA	12,654	13,693	14,092	13,911	13,868	13,102	12,295

# 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

## Specs:

Full page width 9.888" x 19.75" deep

Column	Inches
1 column	1.556"
2 column	3.222"
3 column	4.889"
4 column	6.556"
5 column	8.222"
6 column	9.888"
13 column (dbl)	20.888"



# THE DENVER POST - YourHub

## YourHub

The Denver Post's weekly, user-generated, zoned publication is led by a community-based editorial team. Published in a tabloid format and inserted into 26k+ copies of The Denver Post every Thursday. YourHub is also available in the digital replica edition available to 104,162 subscribers.

## Available Ad Space:

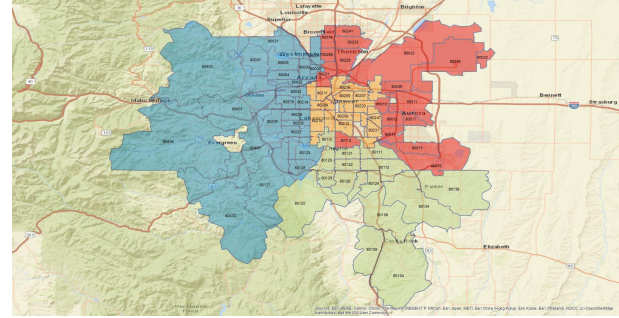
- Modular display advertising (ROP)
- Spadeas
- Billboards (Section-front positioning)

## Specs:

Modular size	Ad size (inches)
¼ Square	4.056" x 4.750"
¼ Horizontal	8.222" x 2.350"
¼ Vertical	1.972" x 9.610"
½ Horizontal	8.222" x 4.750"
½ Vertical	4.056" x 9.610"
Full page	8.222" x 9.610"
Front cover billboard	8.222 x 2.0"
Doubletruck	7.50" x 9.610"

## 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

**8.6M**

Avg. Monthly Pageviews

**3.7M**

Avg. Monthly Users

**2:32**

Avg. Time on Page

## SOCIAL BREAKOUT

**433K**



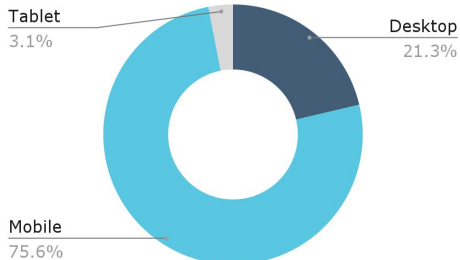
**485K**



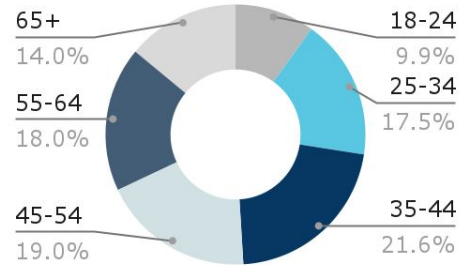
**133K**



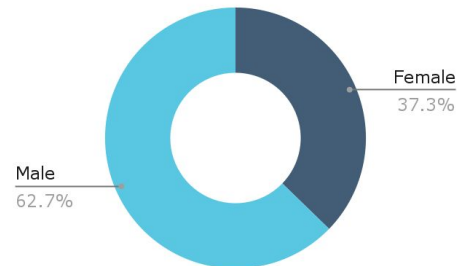
## DEVICE BREAKOUT



## AGE BREAKOUT



## GENDER BREAKOUT



# THE DENVER POST NEWSLETTERS

Our Most-Subscribed Newsletters



408,000+  
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.

426,000+  
Subscribers



101,000+  
Subscribers

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

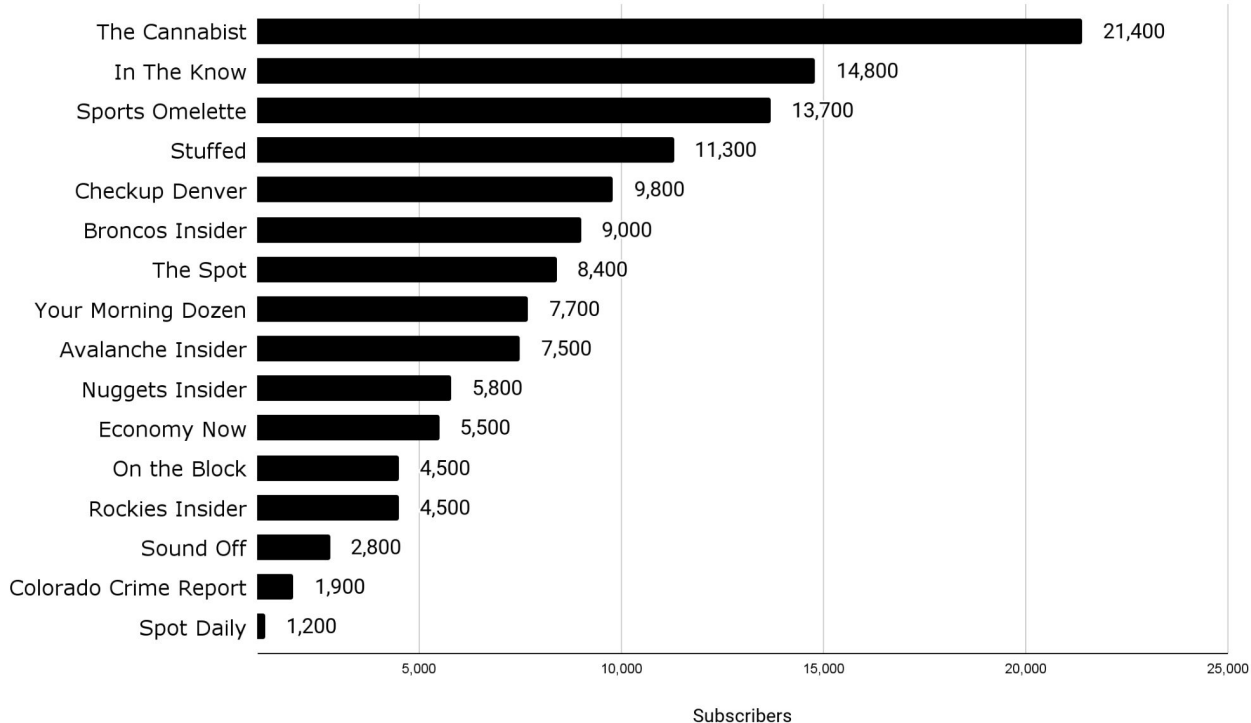


38,000+  
Subscribers

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 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 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 [sscollections-dp@medianewsgroup.com](mailto:sscollections-dp@medianewsgroup.com).

**Who do I contact about questions on my invoice/statement?** | [sscollections-dp@medianewsgroup.com](mailto:sscollections-dp@medianewsgroup.com)  
860-241-3050

# THANK YOU!



## **SALES INQUIRIES**

**303.954.1133**

**[cmoser@denverpostmedia.com](mailto:cmoser@denverpostmedia.com)**



## **BILLING**

**860.241.3050**

**[sscbilling@medianewsgroup.com](mailto:sscbilling@medianewsgroup.com)**



## **ADDRESS**

**5990 Washington St.  
Denver, CO 80216**

**[www.denverpostmedia.com](http://www.denverpostmedia.com)**