

An aerial photograph of a large, calm lake surrounded by green, hilly terrain. In the foreground, a speedboat is moving across the water, leaving a white wake. A person is water skiing behind the boat, also leaving a white trail. The background features rolling hills and mountains under a clear sky.

# 5280

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## MEDIA KIT 2026

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PHOTO BY AARON COLUSSI | SPLASH DOWN, JUNE 2025



# Elevate your brand presence by aligning with the most coveted audience in the market.

**FOR MORE THAN 30 YEARS**, 5280 has served our audience as an essential guide to life in the Mile-High City and beyond. Throughout those three decades, we've stayed true to our original mission: proudly locally owned and strongly committed to building the highest-quality audience by delivering award-winning journalism that tells Denver's story with authority and style. Our continued coverage of dining, culture, wellness, travel, and adventure content across multiple platforms has garnered us an engaged audience of savvy, affluent, and educated Coloradans who look to us as a trusted source.

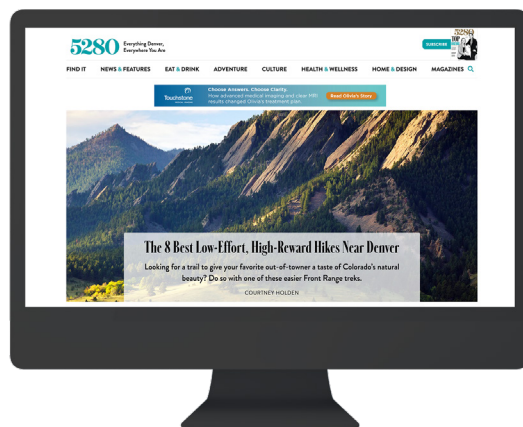
By combining the long-term staying power of our luxury magazine, the immediacy of our digital offerings, and the lasting impression of our in-person experiences, the 5280 brand touches our readers' lives throughout the day and month. This allows us to elevate your brand presence in the market more effectively than any other media outlet in the region.

LEFT TO RIGHT: Photo Courtesy of Jerris Madison | All That Jazz, April 2025 • Photo by Sarah Banks | Less is More, February 2025 • Photo by Noah Wetzel | Cover, January 2025 • Photo by Aaron Colussi | ¡Viva La Fiesta!, August 2025



# Engagement at scale.

The 5280 brand sits at the intersection of best-in-class print, digital, social, and experiential offerings.



## MAGAZINE

5280's suite of magazines have the **#1 OVERALL REACH IN COLORADO.**

→ **335,500 MONTHLY READERS<sup>2</sup>**

## EVENTS

Signature events throughout the year with **2,000+ ATTENDEES.**



## WEBSITE

5280.com's **AWARD-WINNING** online platform is packed with new, original content daily.

→ **337,500+ MONTHLY PAGEVIEWS<sup>3</sup>**

## SOCIAL

Access highly engaged readers through our social media platforms.

→ **308,100 UNIQUE FOLLOWERS<sup>5</sup>**



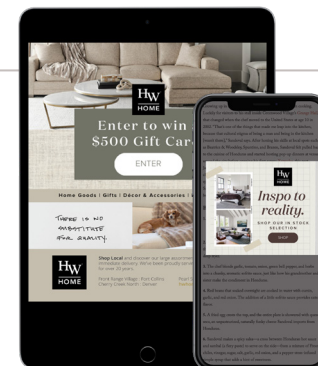
## NEWSLETTERS

Reach over **EIGHT UNIQUE AUDIENCES** that best fit your company's needs.

→ **8.21% AVG. CLICK-THROUGH RATE<sup>4</sup>**

## 5280 AD NETWORK

Increase your digital footprint and visibility through 5280's full-service digital agency and ad network.





# We Can Do It All.



## MAGAZINE EXPOSURE

- Brand ads
- Advertorials
- Profiles
- High Impact Units/Inserts
- Polybags

### GOAL ACHIEVED:

Broad, meaningful reach and enhanced brand credibility.



## NEWSLETTERS + EBLASTS

- Editorial newsletter sponsorship and sponsored content
- Interest based targeted eblasts
- Geo-targeted audience extension
- Demographic targeting audience extension

### GOAL ACHIEVED:

Brand consideration and direct messaging.



## DISPLAY ADVERTISING, SOCIAL AND STREAMING

- Run of site/channel
- Content takeovers
- Native content
- 5280 social channels
- Custom audiences
- Demographic targeting
- TV, including Netflix, Peacock, and Hulu
- Audio, including Spotify
- Video, across premium websites and apps

### GOAL ACHIEVED:

Brand consideration and direct messaging.



## SEARCH + SITE RETARGETING

- SEM + SEO
- Listings Management
- Reputation Monitoring
- Audience Curation
- Keyword Retargeting
- Website Retargeting
- Geo Fencing, with Conversion Zones
- Addressable Geofencing
- Event Targeting
- Luxe Lists
- Specialty Segments

### GOAL

ACHIEVED: Purchasing Decisions



## STUDIO SERVICES

- Graphic design
- Social media management
- Email strategy and management
- Content development
- Web development
- Analytics installation
- Responsive web design

### GOAL

ACHIEVED: Brand reputation and visibility





5280 is proud to help continually drive new business to staple local companies as well as to our national partners.

"Talk about a success story... we received \$50,000 from a foundation this year because they saw our ad in 5280 magazine last year."

**ADAPTIVE ADVENTURES**  
ADVERTISER SINCE 2019



Topo Chico

CHERRY CREEK  
NORTH

Uber Eats

Visit  
DENVER  
THE MILE HIGH CITY

KAISER PERMANENTE thrive

bellwether  
Exterior Design and Renovation Experts

LAND ROVER  
SINCE 1987

LIFETIME  
WINDOWS & SIDING

BRECKENRIDGE  
DISTILLERY

uchealth

CHERRY CREEK  
SHOPPING CENTER

DENVER ART MUSEUM

MONARCH  
CASINO RESORT SPA • BLACK HAWK

HALCYON  
a hotel in Cherry Creek

ASPEN  
SNOWMASS

DENVER BOTANIC  
GARDENS

Children's Hospital Colorado

National Jewish  
Health

UNIVERSITY of  
DENVER

Lifetime  
Home Remodeling

CITYWIDE BANKS

FOUR SEASONS  
RESORT AND RESIDENCES  
VAIL

DENVER MUSEUM OF  
NATURE & SCIENCE

DENVER HEALTH  
est. 1860  
FOR LIFE'S JOURNEY

HYDE PARK  
Jewelers

DEVIL'S THUMB  
RANCH  
RESORT & SPA  
Since 1938

TEQUILA  
PATRÓN

MEOW  
WOLF

HW  
HOME

LIV | Sotheby's  
INTERNATIONAL REALTY

University of Colorado

tBANK

WOLF SUB-ZERO COVE  
SHOWROOM  
roth living

THE  
BROADMOOR



Audience at a glance.

5280 AUDIENCES OFFER A BROAD REACH OF DENVER AND BEYOND.

	MAGAZINE	5280.COM	NEWSLETTERS	SOCIAL	EVENTS
REACH	335,500+ MONTHLY READERS*	337,500+ MONTHLY PAGEVIEWS	106,200+ CONTACTS	308,100 TOTAL UNIQUE FOLLOWERS	2,000+ EVENT ATTENDEES
AGE RANGE	78% ARE BETWEEN 25-64	25-44	18-65+*	25-54 INSTAGRAM + FACEBOOK	33-63
HHI	\$229,441	\$98,000+	50% HAVE A HHI OF \$75,000+*	DATA NOT AVAILABLE*	DATA NOT AVAILABLE
GENDER	38%   62% MALE FEMALE	49%   51% MALE FEMALE	28%   72% MALE* FEMALE*	32%   68% MALE FEMALE	26%   72% MALE FEMALE

SOURCE:  
Circulation Verification Council Audit 2023  
\*Average 6.1 readers per copy

SOURCE:  
Google Analytics (2025 YTD monthly avg.)  
Quantcast

SOURCE:  
Hubspot  
\*Date calculated based on contacts where data is known

SOURCES:  
Iconosquare, Facebook + Instagram Insights  
\*Facebook + Instagram do not collect Household Income information

SOURCE:  
Post-Event Surveys 2025



# Meet our audience.

5280 is the best way to reach Denver's most affluent and educated residents. Advertisers benefit from the bond we've created with our audience, as **76% of readers have purchased a product or service based on an ad in 5280.**

## TOTAL MONTHLY

**READERSHIP**<sup>1</sup> ..... 335,500+

## AGE

Median age ..... 51  
 Age 25-44 ..... 34%  
 Age 45-64 ..... 44%  
 Age 65+ ..... 21%

## GENDER

Female ..... 62%  
 Male ..... 38%

## MARITAL + FAMILY STATUS

Married ..... 70%  
 Single ..... 30%  
 Have children ..... 67%

## EDUCATION

College Degree ..... 85%  
 Advanced Degree ..... 42%

## ECONOMIC PROFILE

Net worth over \$800,000 ..... 64%

## HOME OWNERSHIP

Own home ..... 90%  
 Own a home over \$750,000 ..... 55%  
 Own a second home ..... 26%

## ANNUAL

## HOUSEHOLD INCOME

Avg. household income ..... \$222,677  
 Greater than \$100,000 ..... 66%  
 Greater than \$150,000 ..... 42%

## PURCHASING HABITS

Purchased a product or service  
 based on an ad in 5280 ..... 76%

## FIND 5280 HELPFUL WHEN CHOOSING:

Restaurants ..... 97%  
 Cultural Events ..... 95%  
 Travel ..... 90%  
 Theater/Performance ..... 87%  
 Hotels and Resorts ..... 85%  
 Local Boutiques ..... 75%  
 Art Galleries ..... 75%  
 Home Furnishings ..... 72%  
 Doctors + Dentists ..... 54%  
 Real Estate ..... 54%  
 Health Services ..... 55%  
 Sporting Gear ..... 50%

## IN THE NEXT

## YEAR PLAN TO:

Plan a Vacation ..... 95%  
 Go Shopping ..... 97%  
 Travel Out of State ..... 95%  
 Entertain at Home ..... 90%  
 Make a  
 Charitable Donation ..... 87%  
 Attend Concert/  
 Music Festival ..... 89%  
 Visit a Mountain Resort ..... 85%  
 Attend Food or  
 Drink Festival ..... 80%  
 Attend a Pro  
 Sporting Event ..... 69%  
 Plan a Staycation ..... 64%  
 Work Out at a Gym ..... 67%  
 Attend a  
 Charitable Fundraiser ..... 53%  
 Make Financial Investment ..... 69%  
 Visit a Spa ..... 63%  
 Purchase Furniture ..... 56%  
 Remodel Home ..... 38%





# We are the market leader.

With a monthly readership of more than 335,500, **5280 is the largest publication in Colorado.**<sup>1</sup> 5280 ensures the visibility and reach of your advertising campaign as we are the **ONLY Colorado magazine whose audience is verified and guaranteed by an independent audit firm.** No other local magazine can make that guarantee.



50,000 SUBSCRIBERS

3,000 HOTELS +  
WAITING ROOMS

2,000 NEWSSTANDS

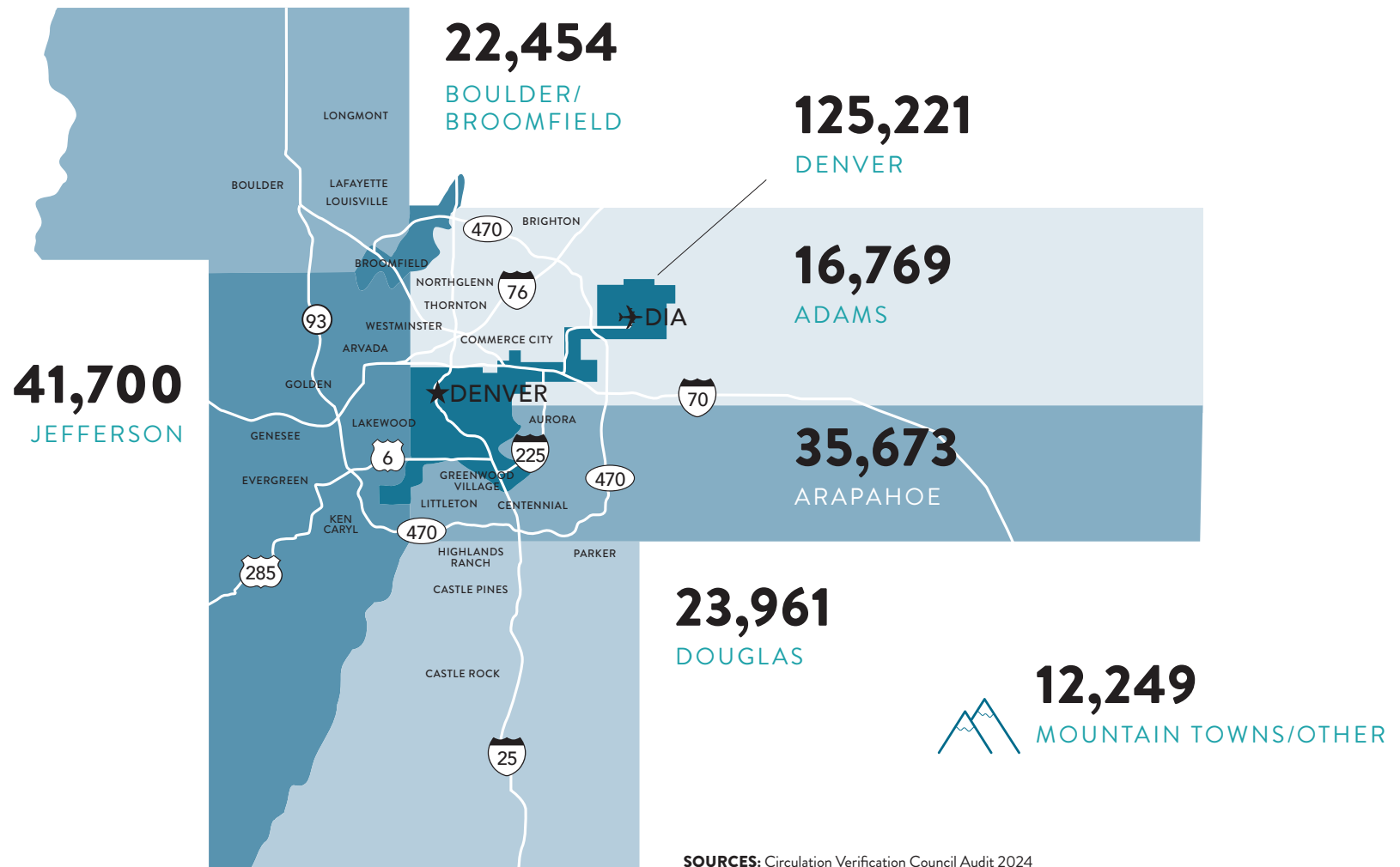
55,000 TOTAL  
DISTRIBUTION

5280 has an extremely loyal paid subscriber base with **80% of our readers have been a subscriber for more than two years.**



# We've got it covered.

Although 5280 has readers throughout Colorado and across the country, the majority of our readership is found in the Denver metro area.



SOURCES: Circulation Verification Council Audit 2024



# Covered in every issue.

5280 PUBLISHES AWARD-WINNING CONTENT THROUGHOUT THE YEAR.

Home + Design // Business // Style // Health // Arts + Culture // Education // Environment // Dining // Real Estate // Sports + Fitness // Technology





# Optimal exposure in an ever-growing digital space.

5280 provides a seamless connection between its print magazine and online presence, delivering an outstanding digital experience. With a range of advertising options such as display ads and sponsored content, along with email newsletters and a robust social media following, 5280's digital platforms present numerous opportunities for advertisers to engage with a diverse audience.

## WEBSITE

Align your brand with ours via content sponsorships, display advertisements, contests, and more.

## SPONSORED CONTENT

5280 has been telling Denver's story for more than 30 years. Let us help you tell yours.

## NEWSLETTERS

We are in our readers' inboxes every day. With our wide range of newsletter sponsorship opportunities, you can be too.

## SOCIAL MEDIA

Turn our social network into your network and get in front of our coveted followers.



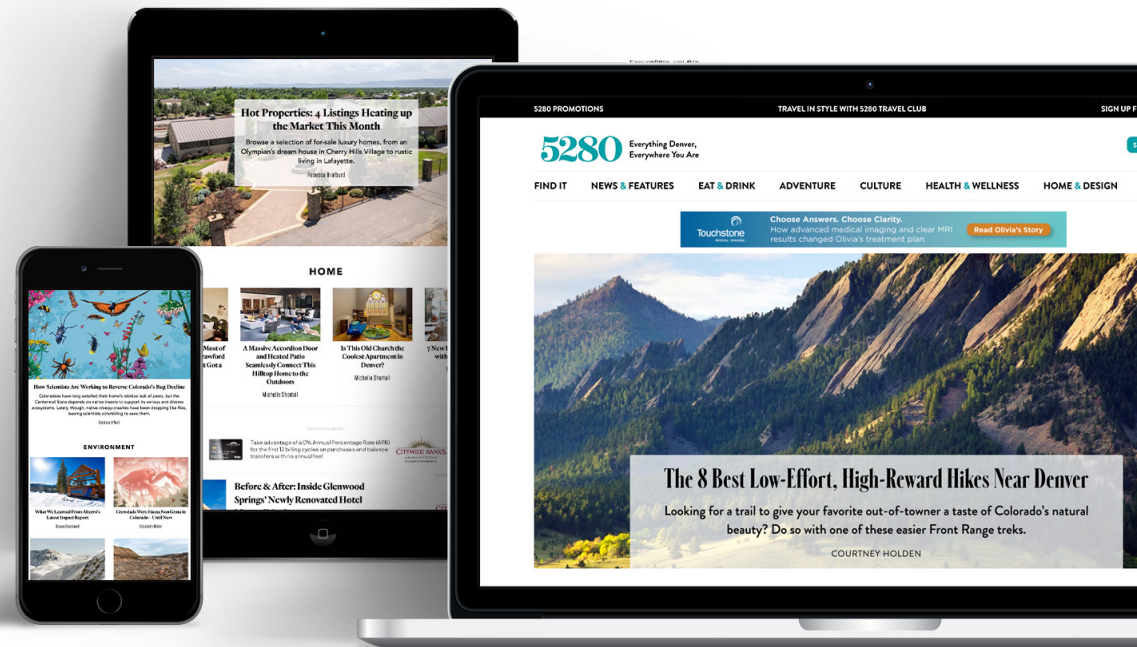


# Connect over trusted content.

Voted Best City Magazine Website in America by the City and Regional Magazine Association.<sup>1</sup>

Align your brand with our award-winning content.

- Takeovers
- Content Sponsorships
- High Impact Campaigns
- Run of Channel/Site Banners



**200,000+**

UNIQUE MONTHLY VISITORS<sup>2</sup>

**337,500+**

MONTHLY UNIQUE PAGEVIEWS<sup>2</sup>

**25-44**

AVERAGE AGE<sup>3</sup>

**\$98,000**

AVERAGE HOUSEHOLD INCOME<sup>3</sup>

SOURCES: <sup>1</sup>City and Regional Magazine Association 2020. <sup>2</sup>Google Analytics (YTD 2024 Monthly Avg.) <sup>3</sup>Quantcast

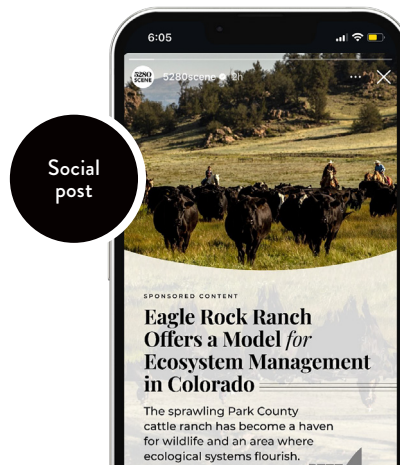
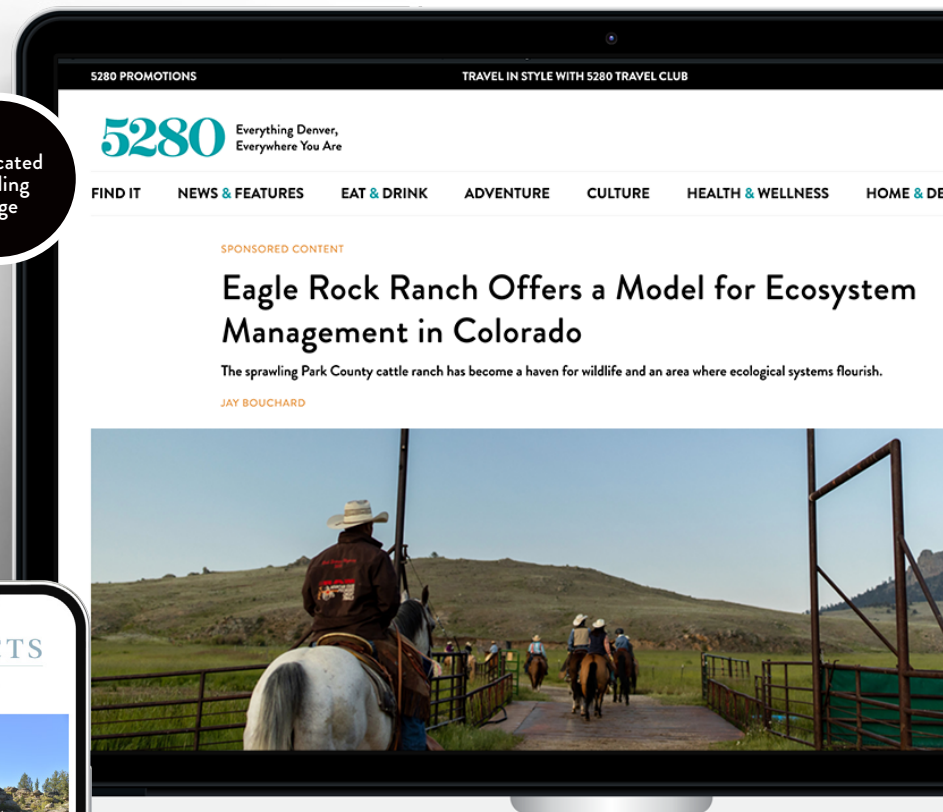
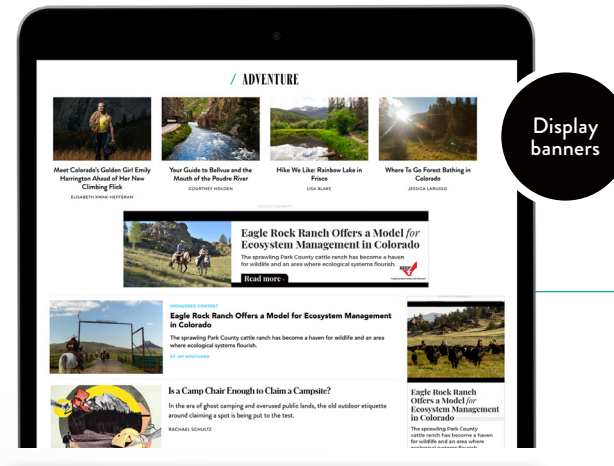
# Share your brand story.

At 5280, we have been telling Denver's story for more than 30 years and understand what resonates with our audience living across the front range.

Our custom content packages include:

- In-feed sponsored post on 5280.com
- Dedicated custom landing page on 5280.com
- Display banners, dedicated e-blasts, and social posts driving to landing page
- Content research, strategy, and copy-editing\*
- Search engine optimization and detailed reporting

\*Content creation by a 5280 freelance writer is available for an additional fee.

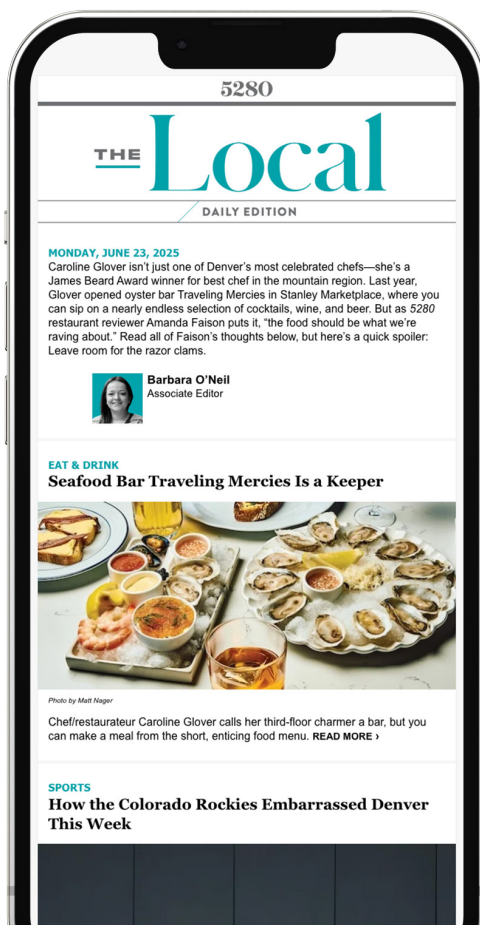




# Delivered straight to your inbox.

**Our community can't get enough 5280 content.**

Our daily editorial newsletter, *The Local*, has an average click through rate of more than 20%.



**106,200+**  
UNIQUE CONTACTS  
IN OUR NEWSLETTER  
DATABASE



## EDITORIAL

TAP ANY NEWSLETTER TO VIEW AN EXAMPLE

THE Local

**31,500 SUBSCRIBERS / 11% AVG. OPEN RATE**

PUBLISHED EVERY WEEKDAY + SATURDAYS

An Insider's Guide to the Mile High City, featuring the latest in news, culture, adventure, and food.

**SPECIAL EDITIONS:** Home Edition / Foodie Edition

Explor<sup>ER</sup>

**14,000 SUBSCRIBERS / 12% AVG. OPEN RATE**

PUBLISHED TWO TUESDAYS A MONTH

Discover the best travel, adventure, and outdoor activities in the Centennial State.

## DEDICATED

GETAWAYS

**13,600 SUBSCRIBERS / 9% AVG. OPEN RATE**

PUBLISHED THURSDAYS

For the wanderlust in all of us, this newsletter is full of exclusive travel deals from our partners.

WELLNESS

**14,000 SUBSCRIBERS / 5% AVG. OPEN RATE**

PUBLISHED WEDNESDAYS

Get to know your local health and wellness partners, plus tips and advice for healthy living in the Mile High City.

PROMOTIONS

**14,600 SUBSCRIBERS / 9% AVG. OPEN RATE**

PUBLISHED ABOUT ONCE A WEEK

Discover exclusive offers, special events, chances to win, and so much more from 5280 and our partners.

ROUNDUP

**11,500 SUBSCRIBERS / 10% AVG. OPEN RATE**

PUBLISHED MONTHLY

Fun Colorado happenings from our partners.

GIVEAWAYS

**14,400 SUBSCRIBERS**

PUBLISHED AS NEEDED

Exclusive branded giveaways to help capture targeted leads and grow your email database.

SELECTS

**12% AVG. OPEN RATE**

PUBLISHED AS NEEDED / Targets 5280.com highly engaged subscribers by specific data sets, as determined by advertiser.

**AUDIENCE  
EXTENSION**

Target audiences outside of the 5280 community through our highly vetted newsletter partners. Minimum send of 32,500.

**Contact your account executive for more details.**

\*Open rates based on annual average

# Denver's original influencer.

Turn our social network into your network. Captivate and inspire 5280's audience with your shareable moments. Align with the best of Denver's food, adventure, and social scene.

## Our Offerings Per Channel

### Instagram



#### @5280MAGAZINE

138,000+ FOLLOWERS

- Instagram Post
- Instagram Story



#### @5280SCENE

76,100+ FOLLOWERS

- Instagram Post
- Instagram Story
- "Follow Tag Win" Instagram Contest

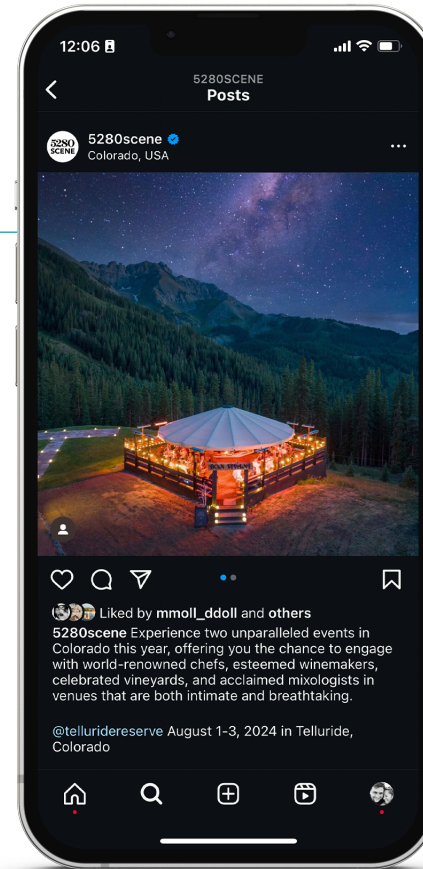
### Facebook



#### 5280 MAGAZINE

94,000+ FOLLOWERS

- Facebook Post
- Boosted Facebook Post



TAP ANY LOGO ON THE LEFT TO VIEW CHANNEL

Grow your Instagram following and reach the @5280scene audience made up of **76,100+ engaged followers.**



# Leave a lasting impression.

5280's array of curated experiences bring to life our award-winning content and provide our partners an opportunity to engage—in-person—with our audience of savvy consumers.



## The 5280 Brunch Event

**MARCH 2025**

Experience our city's best brunch spots under one roof at this annual event featuring sweet & savory bites, mimosa and bloody mary stations, and more.



## 5280 Top of the Town

**JULY 2025**

Toast to the best stuff in and around Denver at this marquee event celebrating 5280 Top of the Town winners.



## 5280 Dines

**OCTOBER 2025**

Celebrate Denver's culinary stars at this can't-miss foodie bash featuring 5280 Best Restaurant awardees.

# 2026 Planning Calendar

Editorial calendar subject to change. Last updated 8/15/2025

	MAGAZINE FEATURES	SPECIAL SECTIONS	DIGITAL	EVENTS	SPACE RES.	ADS DUE	ON SALE
FEB	<ul style="list-style-type: none"> <li>✓ GLOBAL BEVERAGES</li> <li>→ Home</li> </ul>	<ul style="list-style-type: none"> <li>▶ Top Senior Living Facilities</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>BALLOT TAKEOVER</b></li> <li>Top of the Town Ballot</li> <li>▶ <b>BALLOT TAKEOVER</b></li> <li>Top Doctors Ballot</li> </ul>		DEC 19	DEC 29	JAN 30
MAR	<ul style="list-style-type: none"> <li>✓ TOP REAL ESTATE PRODUCERS</li> <li>✓ HOME</li> </ul>	<ul style="list-style-type: none"> <li>▶ Top Real Estate Producer Profiles</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>FEATURE TAKEOVER</b></li> <li>Brunch</li> </ul>	<ul style="list-style-type: none"> <li>▶ The 5280 Brunch Event</li> </ul>	JAN 16	JAN 21	FEB 27
APR	<ul style="list-style-type: none"> <li>✓ DINING</li> <li>✓ HEALTH</li> <li>→ Higher Education</li> </ul>	<ul style="list-style-type: none"> <li>▶ Faces of 5280</li> <li>▶ Weddings + Celebrations</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>CONTEST</b></li> <li>Pet Photo Contest</li> </ul>		FEB 13	FEB 18	MAR 27
MAY	<ul style="list-style-type: none"> <li>✓ REAL ESTATE</li> <li>✓ TOP DENTISTS</li> </ul>	<ul style="list-style-type: none"> <li>▶ Top Dentist Profiles</li> <li>▶ Realtor Profiles</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>BALLOT TAKEOVER</b></li> <li>Top Lawyers Ballot</li> <li>▶ <b>FEATURE TAKEOVER</b></li> <li>Best Neighborhoods</li> </ul>		MAR 13	MAR 18	APR 24
JUN	<ul style="list-style-type: none"> <li>✓ SUMMER TRAVEL</li> <li>→ Outdoor Entertaining</li> </ul>		<ul style="list-style-type: none"> <li>▶ <b>FEATURE TAKEOVER</b></li> <li>Summer Guide</li> </ul>		APR 17	APR 22	MAY 29
JUL	<ul style="list-style-type: none"> <li>✓ TOP OF THE TOWN</li> <li>✓ COLORADO / U.S. ANNIVERSARY</li> <li>→ Home</li> </ul>	<ul style="list-style-type: none"> <li>▶ 5280 Hall of Fame</li> </ul>		<ul style="list-style-type: none"> <li>▶ 5280 Top of the Town</li> </ul>	MAY 15	MAY 20	JUN 26
AUG	<ul style="list-style-type: none"> <li>✓ TOP DOCTORS</li> <li>✓ OUTDOOR RECREATION</li> </ul>	<ul style="list-style-type: none"> <li>▶ Top Doctor Profiles</li> </ul>			JUN 18	JUN 24	JUL 31
SEP	<ul style="list-style-type: none"> <li>✓ FALL TRAVEL</li> <li>→ Home</li> </ul>	<ul style="list-style-type: none"> <li>▶ Private School Handbook</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>FEATURE TAKEOVER</b></li> <li>Outdoor Recreation</li> </ul>		JUL 17	JUL 22	AUG 28
OCT	<ul style="list-style-type: none"> <li>✓ BEST RESTAURANTS</li> </ul>	<ul style="list-style-type: none"> <li>▶ Realtor Profiles</li> </ul>		<ul style="list-style-type: none"> <li>▶ 5280 Dines</li> </ul>	AUG 14	AUG 19	SEP 25
NOV	<ul style="list-style-type: none"> <li>✓ GEAR GUIDE</li> <li>✓ HOME</li> <li>→ Philanthropy</li> </ul>	<ul style="list-style-type: none"> <li>▶ The 5280 Marketplace</li> <li>▶ Guide to Charitable Giving</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>FEATURE TAKEOVER</b></li> <li>Gift Guides</li> </ul>		SEP 18	SEP 23	OCT 30
DEC	<ul style="list-style-type: none"> <li>✓ BEST OF THE MOUNTAIN WEST</li> <li>→ Home</li> </ul>				OCT 16	OCT 21	NOV 27
JAN 2027	<ul style="list-style-type: none"> <li>✓ TOP LAWYERS</li> <li>✓ WINTER RECREATION</li> <li>+ SPECIAL ISSUE: 5280 HEALTH</li> </ul>	<ul style="list-style-type: none"> <li>▶ Top Lawyer Profiles</li> <li>▶ Camp Guide</li> </ul>			NOV 13	NOV 18	DEC 25

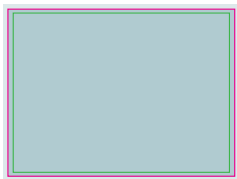


# 2026 Rates

RATES ARE PER INSERTION

RATES	1X	4X	8X	12X
1 PAGE	\$7,500	\$6,375	\$6,000	\$5,625
2/3 PAGE	\$6,000	\$5,100	\$4,800	\$4,500
1/2 PAGE	\$4,875	\$4,144	\$3,900	\$3,656
1/3 PAGE	\$3,375	\$2,869	\$2,700	\$2,531
1/6 PAGE	\$1,875	\$1,594	\$1,500	\$1,406
2-PAGE SPREAD	\$12,750	\$10,838	\$10,200	\$9,563

## AD DIMENSIONS



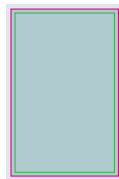
### 2-PAGE SPREAD

Bleed: 17 x 11.125

Trim: 16.75 x 10.875

Safety: 16.25 x 10.375

No bleed: 15.625 x 10



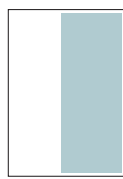
### 1 PAGE

Bleed: 8.5 x 11.125

Trim: 8.375 x 10.875

Safety: 7.875 x 10.375

No Bleed: 7.25 x 10



### 2/3 PAGE VERTICAL

4.75 x 10



### 1/2 PAGE HORIZONTAL

7.25 x 4.875



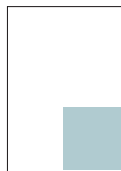
### 1/3 PAGE VERTICAL

2.25 x 10



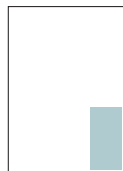
### 1/2 PAGE VERTICAL

4.75 x 7.375



### 1/3 PAGE SQUARE

4.75 x 4.875



### 1/6 PAGE VERTICAL

2.25 x 4.875



### 1/6 PAGE HORIZONTAL

4.75 x 2.3125

Please submit all camera-ready ads as flattened, high resolution PDFs without spot colors to [proofing@5280.com](mailto:proofing@5280.com).

Please clearly mark your file with the advertiser's name (not the designer's name, studio, or agency name).

Also, please indicate the month the ad is to run and which publication (5280 or 5280 Health).



Photo by Sarah Boyum | Top of the Town, July 2025

## 5280.COM

DISPLAY	RATE
ROS (Run of Site)	\$16 CPM
ROC (Run of Channel)	\$20 CPM
Geo-target	\$25 CPM
Landing Page / Content Sponsorships Takeover	\$1,500+/week
5280 Ad Network: Targeted Display	\$7-\$20 CPM
Magazine Subscriber Device Targeting	\$35 CPM
SPONSORED CONTENT	RATE
Native Content Package <b>INCLUDES:</b> <ul style="list-style-type: none"> <li>In-feed sponsored post on 5280.com</li> <li>Dedicated custom content landing page</li> <li>Display, email, &amp; social media traffic drivers</li> </ul>	Begins at \$3,500/month
Hot Properties Sponsored Listing	\$3,500

## VIEW AD SPECS AT

5280.inc/digital-advertising-specifications

Please submit all ad creative to [digitalads@5280.com](mailto:digitalads@5280.com). Please clearly label your file with the advertiser's name (not the designer's name, studio, or agency name) and indicate the month the ad is to run.

ALL RATES ARE NET

## NEWSLETTERS

EDITORIAL NEWSLETTERS	SEND FREQUENCY	RATE (PER EMAIL)	SPONSORED CONTENT	SPONSORED LINKS
The Local	Daily/Weekly	\$750 / \$4,000	\$1,000	\$500
The Local Foodie	Monthly	\$1,200	\$1,000	\$500
The Local Home	2x/Month	\$1,200	\$1,000	\$500
Colorado Explorer	2x/Month	\$1,200	\$1,000	\$500

DEDICATED EBLASTS	SEND FREQUENCY	RATE (PER EMAIL)
Selects	2x/Week	\$2,500
Promotions	2x/Week	\$2,000
Getaways	Weekly	\$1,500
Wellness	2x/Month	\$1,500
Roundup	Monthly	\$1,000
Giveaways	On-demand	\$4,000
Audience / Geo Targeted	On-demand	\$1,000+

## SOCIAL MEDIA

@5280SCENE	RATE	@5280MAGAZINE	RATE
Instagram Reel	\$2,500	Instagram Post	\$2,500
Instagram Post	\$1,500	Instagram Story	\$2,500
Instagram Story	\$1,500	Facebook Post	\$2,500
Instagram Contest	\$2,500		



AUDIENCE EXTENSION DISPLAY	TARGETING OPTIONS	CPM
Competitive Blend	Content + Behavior + Demo + Retargeting + Geo	\$10
Dominant Blend	Content + Behavior + Demo + Retargeting + Geo + Search Retargeting + Geo-targeting + Cross Device + Retargeting	\$12
Native	Content + Geo	\$14
Alt Network	RON + Geo	\$15+
5280 First Party Audience Extension	5280 Look-Alike Audience Targeting	\$15+
Site Retargeting	Retargeting + Geo	\$14
Search Retargeting	Keyword + Geo	\$14

**Campaign minimums:** 3 months, 100,000 impressions/month

DEVICE ID TARGETING	TARGETING OPTIONS	CPM
Geo-Fencing	Device ID Lookback and Address Matching	\$16+
Magazine Subscriber Device Targeting	Cross-Device Targeting of 5280 Magazine Subscribers	\$35+

**Campaign minimums:** 3 months, 50,000 impressions/month

VIDEO	TARGETING OPTIONS	CPM
Pre-Roll Streaming TV	Basic level includes Geo-targeting + RON Content, Behavioral, Demographic, and Retargeting also available	\$17-\$40+

**Campaign minimums:** 3 months, 40,000 impressions/month

EMAIL	TARGETING OPTIONS	CPM
Audience/ Data Targeted	Audience Targets + Geo	\$1,000+
	In-Market + Audience Targets + Geo	\$1,250+
	Email Re-deployment to opens/clicks	Add \$400

**Campaign minimums:** 3 months, 32,500 impressions/month

# 5280

Everything Denver, Everywhere You Are

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## Questions?

Contact [advertising@5280.com](mailto:advertising@5280.com) or call us at 303.832.5280