



Media Kit 2022



“LOSING A LEG KIND OF PROPELLED MY LIFE IN WAYS THAT I PROBABLY NEVER COULD HAVE IMAGINED”

World champion and paralympian **Melissa Stockwell** was the first female in the Army to lose a limb in Iraq. She was profiled as one of Colorado Springs’ “Risk Takers,” residents who have accomplished extraordinary things in the face of overwhelming odds.

Photo: Eric Dietrich

Colo:Spgs

MAGAZINE



@ColoradoSpringsMag



@ColoradoSpringsMag

A city magazine others strive to be.

For 28 years, *Colorado Springs Magazine* has been the Springs’ longest continually published city magazine. We have stayed true to our city and are locally owned. *Colorado Springs Magazine* is strongly committed to building the highest quality audience by telling Colorado Springs inspiring stories through the staying power of print and the immediacy of digital.

We strive to reflect the light of our city in a magazine that lingers on desks and coffee tables for months, not minutes. Mailboxes are flooded with “free” fluff magazines, but we’re committed to telling the stories of the adventurers, athletes, visionaries, and warriors who choose to make Colorado Springs their home to our readers who request to receive *Colorado Springs Magazine*.

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Engagement at scale.

Colorado Springs Magazine assembles at the intersection of best-in-class print, digital, and social offerings.

	MAGAZINE	DIGITAL
REACH	124,000 READERSHIP	9,519 MONTHLY REACH
AGE	47	25-34 COLORDOSPRINGSMAG.COM 35-44 : 25-44 FACEBOOK : INSTAGRAM
HHI	\$191,476	CURRENTLY COLLECTING DATA
GENDER	42% / 58% MALE FEMALE	29% / 71% MALE FEMALE
	SOURCE: CSM Readership Survey 9/2021	SOURCE: Facebook and Instagram Insights Google Analytics



SOURCE:
MRI-Sommons

Reader Engagement

68%
take action as a
result of seeing print
advertising.

81%
of magazine readers
don't mind paying
more for quality
products and services.

90%
of under 35-years-olds
say that, even in the
digital age, they love
the touch and feel of a
printed magazine.



SOURCE:
Google Analytics

Digital Engagement

2:31
is the average time
referred visitors
spend on our website.

87,132
website pageviews
per year.

54%
acquisitions are
organic search, social
media, and referrals.

Colorado Springs

MAGAZINE



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Meet our audience.

Colorado Springs Magazine is the best way to reach Colorado Springs' most affluent and educated residents.

IN THE NEXT YEAR, OUR AUDIENCE PLAN TO:

Plan a Staycation: **92%**
Travel Out of State: **86%**
Plan a Vacation: **84%**
Make a Charitable Donation and Attend a Charitable Fundraiser: **84%**
Go Shopping: **68%**
Attend a Concert & Music Festival: **66%**
Visit a Mountain Resort: **64%**
Purchase Furniture: **55%**
Make a Financial Investment: **48%**
Go Golfing: **45%**
Work out at a Gym: **43%**
Visit a Spa: **34%**
Attend a Food or Drink Festival: **33%**
Remodel Their Home: **30%**

Attend a Colorado Springs Sporting Event: **28%**
Purchase a Car: **25%**
Buy a New House: **25%**

OUR AUDIENCE FINDS COLORADO SPRINGS MAGAZINE HELPFUL WHEN CHOOSING:

Local Eateries: **91%**
Local Events: **89%**
Hotels and Resorts: **78%**
Theater/Performance: **73%**
Travel and Outdoors: **66%**
Shopping: **64%**
Health Services: **59%**
Legal Services: **58%**
Art Galleries: **55%**

“IF OUR INTERVENTION WASN'T MAKING A DIFFERENCE, WE WANTED TO STOP AND TRY SOMETHING DIFFERENT. BUT OUR EVIDENCE-BASED RESEARCH TELLS US THAT IT IS MAKING A DIFFERENCE.”

Margaret Sabin, Past President of Children's Hospital of Colorado, featured in Sept/Oct 2021.



Photo: Don Jones Studio Nine Photography

“YOU CAN REALLY ESTABLISH YOURSELF IN A CITY THAT ISN'T ALREADY AT CAPACITY AND ALREADY OVER-SATURATED”

Harrison Hunter, Certified Financial Planner at Northwestern Mutual, “The City for Millennials,” Jul/Aug 2021.



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We are the Colorado Springs market leader.

Colorado Springs Magazine's is the targets and most-read Colorado Springs city magazine. Our distribution is being verified by the Circulation Verification Council, which will provide an independent audit annually. **No other Colorado Springs city magazine will be able to make this claim.**

15,000
Total Distribution

94%
Paid and Verified Circulation

6%
Newsstands



Magazines reach premium audiences in high-income households at a higher rate than newspapers, the internet, radio, and tv. *Colorado Springs Magazine* reaches an average HHI of **\$180K+**.



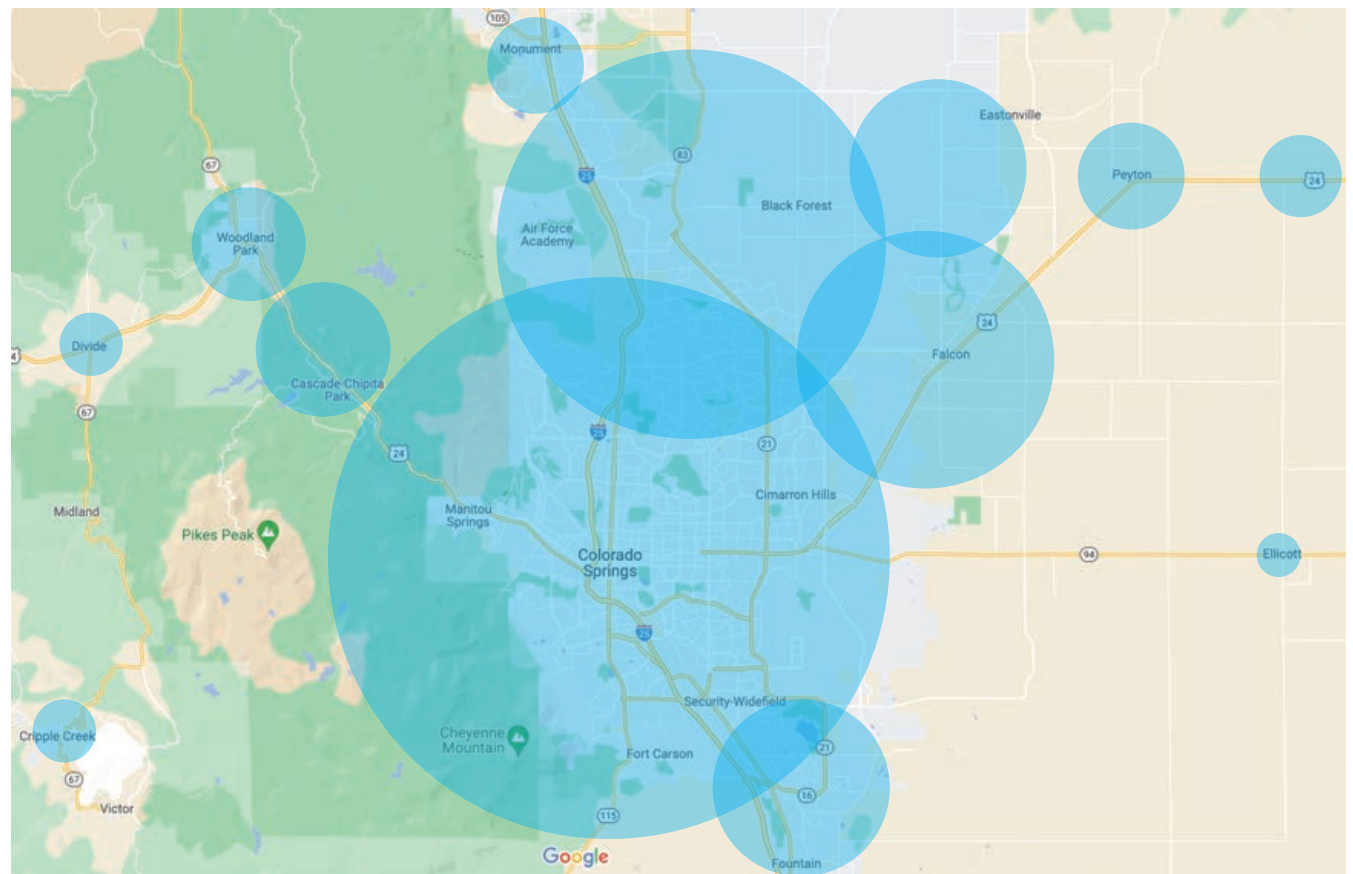
@ColoradoSpringsMag



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We've got you covered.

We have readers throughout Colorado and across the country. The majority of our readers are found in all corners of Colorado Springs and the surrounding area.



SOURCE: CSM Circulation

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We've got the city covered, too.

Each month, the *Colorado Springs Magazine* editorial team spends as much time and effort crafting its Essentials as it does molding its features.

- Eateries
- Health and Fitness
- Businesses
- Charitable Causes
- Sports
- Travel
- Arts and Culture
- Style and Fashion



“THE VISION GREW IN THE PROCESS, AND WE DIDN’T ENVISION IT WOULD BE THIS FANTASTIC.”

Nick Ragain, Switchbacks FC team President, “A New Age of Sports,” May/June 2021.

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2022 Planning Calendar

ISSUE	PRINT FEATURES	SPECIAL AD SECTION	SPACE	ADS DUE	ON SALE
JAN/FEB	Difference Makers/ Health & Fitness	Top Attorneys	DEC 3	DEC 7	JAN 3
MAR/APR	Food Lovers' Guide		FEB 4	FEB 7	MAR 1
MAY/JUN	Best of the Mountain West/ Summer Guide	Top Dentists	APR 4	APR 7	MAY 1
JUL/AUG	Home, Architecture/Real Estate/Interior Design	Realtor Profiles	JUN 3	JUN 7	JUL 1
SEPT/OCT	Culture & Arts	Top Doctors	AUG 4	AUG 8	SEPT 1
NOV/DEC	Winter Recreation		OCT 4	OCT 7	NOV 1

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Multiply Your Message

Share your brand story directly with our audience in print and digital. Our team works closely with you to create compelling reader service content, build in traffic drivers, and craft a social and search campaign wrapped around your brand story to the coveted *Colorado Springs Magazine's* audience.

Fully integrated content programs leverage the *Colorado Springs Magazine* audience across all platforms.

- In-feed post within ColoradoSpringsMag.com editorial
- Dedicated landing page
- Dedicated e-blasts
- Banner impressions
- Social media

For Digital Rates, Call 719-345-8934.

Magazine

Colorado Springs Magazine is the city's premier and most distributed city magazine.



Social

Digital reach goes beyond our website.



Engage Colorado Springs
across all platforms



Website

Engaging and inspiring original content delivered to a well-qualified audience.



Think Broader.

It's estimated that Google processes approximately 63,000 search queries every second of every day? One thing is guaranteed, your niche is searching. That's why we work with our advertising clients to help them unlock their potential. Partnering with us for your SEO, PPC, and brand awareness through social media channels like Facebook, Instagram, YouTube, and LinkedIn is the key to surpassing your competition. With *Colorado Springs Magazine*, you'll have our experts working on your campaigns and provide weekly reporting to keep you updated on exactly how your campaigns are performing.

For SEO, SEM, and PPC Rates, Call 719-345-8934.

CASE STUDIES

SEO

THE NEED

A unique and niche custom-made tailoring company specializing in altering wedding dresses and suits found themselves competing in a highly competitive space. Their primary goal was to increase their visibility with organic web searches.

THE RESULTS

Custom Tailoring search results landed them on page one of search engine results averaging a 3.3 position ranking, up from their previous 26.4 position. In three short months, they were beating out their competition by being ranked higher in search results for their customers to find them.

PPC

THE NEED

A mortgage company's digital marketing campaign proved costly, and they wanted to lower their ad spend while attaining a higher customer conversion rate.

THE RESULTS

Through research and defining goals, a clear and concise plan we developed. The plan's performance garnered a 77% reduction and ad spend with a 1,400% conversion increase.



“IN 2020, THE WORLD-CLASS U.S. OLYMPIC & PARALYMPIC MUSEUM OPENED IN COLORADO SPRINGS, A GLEAMING MARVEL OF INTERACTIVE EXPERIENCE, LEADING-EDGE ARCHITECTURE AND UNPARALLELED ACCESSIBILITY.”

Lauded in our pages, Colorado Springs' latest gem was rated the nation's Best New Attraction in 2020 by *USA Today*.

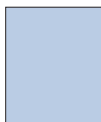
For Current Rates, Call 719-345-8934.

AD DIMENSIONS



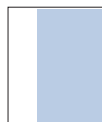
2-PAGE SPREAD

Bleed: 18.25 x 11.25
Trim: 18 x 10.875
Safety: 17.5 x 10.375
No Bleed: 16 x 10



1 PAGE

Bleed: 9.375 x 11.25
Trim: 9 x 10.875
Safety: 8.75 x 10.375
No Bleed: 8 x 10



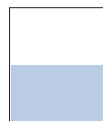
2/3 PAGE

5.25 x 10

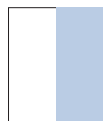


1/3 PAGE VERTICAL

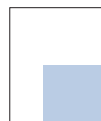
2.5 x 10



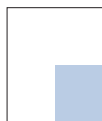
1/2 PAGE HORIZONTAL
8 x 4.875



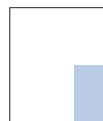
1/2 PAGE VERTICAL
3.875 x 10



1/3 PAGE SQUARE
5.25 x 4.875



1/4 PAGE
3.875 x 4.875



1/6 PAGE VERTICAL
2.5 x 4.875

AD SUBMISSIONS

Submit press-ready ads as flattened high-resolution PDFs without spot colors to diana@coloradospringsmag.com. Please clearly mark your file with the advertiser's name (not the designer's name, design studio, or advertising agency name). Also, please indicate the issue(s) in which the ad is to run.

FIND COLORADO SPRINGS MAGAZINE ON NEWSSTANDS

