



**Build your brand**

**Get noticed**

**Reach Affluent customers**

**Raise your business to the next level**

Advertising with SpringsMagazine.com has never been easier. We produce one of the top rated web publications in Colorado, making our readers the perfect customer base for your business.

Top website for what's going on in Colorado Springs. Top destination for anyone seeking leisure, entertainment and other activities from movies to food to fashion to sports and more!

Take advantage of everything that SpringsMagazine.com has to offer and begin building your brand, your business and your future. . .

**Editorial:**

Local News

National News

World News

Business news

Events

Home & Garden

Summer Fun

Golf

Hiking

Women – Health, Fashion, Beauty

Men – health, Fashion, Cigars

Health & Fitness

Sports – Rockies/Sky Sox, Nuggets, Broncos, Rapids, High School

Dining

Shopping – Downtown, Shops at Briargate, Chapel Hills Mall, Citadel mall, Manitou Springs, Old Colorado City

Movies

Jobs

Pets

More....

# 2013 Online Reader Demographics

## Gender

Female 52%  
Male 48%

## Age

Average Age 35  
21-34 45%  
35-50 43%  
50+ 12%

## Marital Status

Single 53%  
Married 47%

## Education

High School 12%  
Attending College 35%  
College Grad 47%  
Attending Grad. 6%

## Household Income

Avg \$72,000+

Home Ownership 91%

Business Ownership 23%

## Actions taken after reading

### Springs Magazine.com

Visit website 92%  
Bought item(s) 64%

## Buying Habits in the last 6 mo.

Books 25%  
Magazines 84%  
Music 91%  
Clothing 91%  
Movies 95%  
Restaurant 100%

## Entertainment:

69% visit night clubs/bars on a weekly basis

60% Attend movies 14+ times per year.

20% Attend 4+ concerts/music festivals

## Clothing/accessories

Readers spend an average of **\$155** a year on shoes.

They also spend an average of **\$597** on clothes in a year.

## Dined in a restaurant as a result of reading

*SpringsMagazine.com*: **71%**

## Shopped at a store as a result of reading

*SpringsMagazine.com*: **68%**

## Paid for a service as a result of reading

*SpringsMagazine.com*: **52%**

## Social Extensions

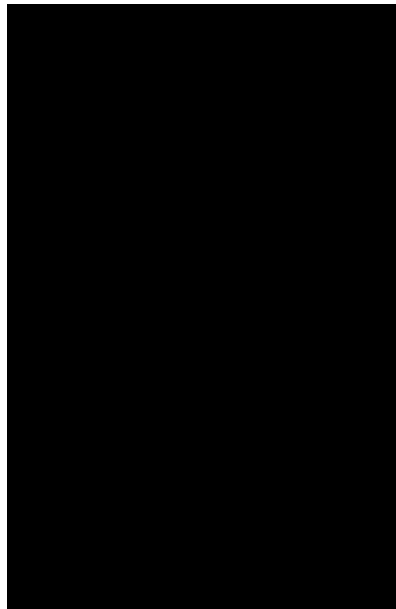
Advertising on SpringsMagazine.com automatically qualifies you to take advantage of all of our Social Media Marketing! You will have a presence across ALL of our Social Media Platforms.



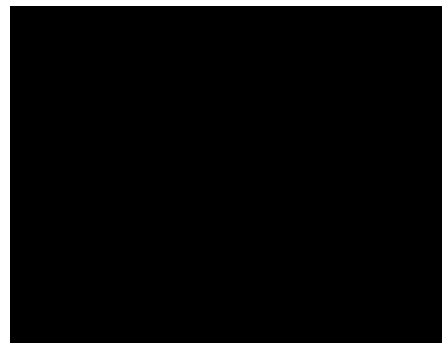
# 2013 Online Advertising Specifics



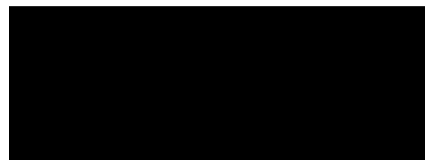
**Banner - 782 X 90**



**250 X 400**



**300 X 250**



**300 X 125**

**JPG., Gif. or PNG. Files**

**No long term contracts (30 day notice to cancel)  
Update ad as often as you like!**

**Contact:  
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