

The Denver Market: Geography, Circulation & Readership

Geographic Definitions

DENVER DMA:

Denver's sprawling TV market covers over 100,000 square miles - 66 counties in 4 states! The Denver DMA ranks 19th with 3.8 million people, but 7 out of 10 of those people live in one place - the Denver/Boulder Metro Market.

METRO DENVER:

Significantly different than the OMB's 10-county Denver-Aurora CBSA (which does NOT contain Boulder), the Denver/Boulder Metro Market contains the seven metro-area counties of Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas & Jefferson.

NEWSPAPER DESIGNATED MARKET (NDM): The Denver Newspaper Agency's NDM matches Metro Denver's 7-county geography. This circulation area reflects the core geographical market served by DNA newspapers.

Metro Denver Overview – The Importance of the Newspaper Designated Market

POPULATION:

2.6 million people - 56% of Colorado's population lives in Metro Denver and the Denver DMA is the 9th-fastest growing major market in the country.

AGE:

Metro Denver has the 4th-highest percentage of big-spending baby-boomers of any metro market in the nation. Four out of ten of our adults are ages 40-59.

INCOME:

Colorado income ranks 9th. Metro Denver average household income is \$80,002 and ranks 6th in \$50,000+ households. If Metro Denver were a state, its income would rank 4th in the nation.

EDUCATION:

Metro Denver is the 2nd-most educated market in America - we have the second highest percentage of college-educated adults (65%) of any market in the country.

WHITE COLLAR:

Metro Denver is the 2nd-most white collar market in the nation and home to 57% of all Colorado white collar jobs.

RETAIL SALES:

In 2006, Metro Denver spent \$78.7 billion on retail goods and services - that's 59% of all the money spent in the entire state of Colorado and 8% over 2005.

Circulation and Household Penetration

DAILY CIRCULATION:

The combined ABC 6-day daily average circulation is 457,305 – 10th-largest in the nation.

SUNDAY CIRCULATION:

ABC Sunday paid circulation is 600,229 - 9th-largest in the nation.

HOUSEHOLD PENETRATION:

Denver ranks **FIRST** in the nation in the Sunday ratio of circulation to households – 46.1% of all homes get a Sunday newspaper. Daily circulation penetration is 36.1% - **SECOND** in the nation among major markets.

Readership, Adult Reach, an Extended “Footprint” & Online Dominance

TOTAL PRINT READERS:

The Denver Post and Rocky Mountain News reach over 1 million adults every weekday. Total Sunday readership is 1,317,000 – more than any other single medium can provide.

METRO DENVER PRINT READERS:

Nearly 40% of all Metro Denver adults read The Denver Post or Rocky Mountain News every weekday. Over half the market reads the printed Sunday Denver Post every week.

METRO DENVER WEEKLY CUME

1,329,000 Metro Denver adults read at least one issue each week – that's over two-thirds of the market. The DNA has maintained a 1.3 million Metro Denver weekly cume for three years in a row.

GET COLORADO SPRINGS, TOO:

Because Colorado Springs is its own DMA, the Denver Newspaper Agency is the only Denver medium with significant reach in Pueblo and Colorado Springs.

“BRAND REACH” PROVIDES UNBEATABLE IMPRESSIONS: Because Denver's newspaper websites rank #1 in Colorado with over 4 million audited unique visitors monthly, the combined DNA brands are now delivering our largest-ever total audience.

Buy Smart. Buy Denver. Buy Denver Newspapers in Print + Online.

Every day, Denver newspapers in print and online reach a larger percentage of the market than watched the Super Bowl last year. And more Metro Denver adults say they rely on The Post and the News for advertising than all other media combined.

Sources: 2007 Denver Scarborough Report; 2007 Colorado Springs Scarborough Report, ABC FAS-FAX 9/30/07, 2006 ABCi, Colorado Dept. of Revenue, 2007 Demographics USA, 2006 MORI Research, NSI February 2007 HH Ratings, 2007 Claritas, Inc.

DENVER NEWSPAPER AGENCY
PUBLISHER OF THE DENVER POST & ROCKY MOUNTAIN NEWS

COLORADO'S LARGEST AUDIENCE