



	<u>DMA</u>		<u>CBSA</u>	
	#	<u>U.S.Rank</u>	#	<u>U.S.Rank</u>
Households	1,480,900	#18	939,600	#22
Population	3,807,400	#19	2,409,400	#21
EBI	\$89.6 Billion	#16	\$59.5 Billion	#20
Retail Sales	\$66.9 Billion	#18	\$42.5 Billion	#22

Market Highlights

- Capital of Colorado, the largest DMA and metro in the state, located in the north-central part of the state on the South Platte River, east of the Rocky Mountains.
- Denver is one of the fastest-growing major CBSA markets – over the past 5 years, Denver had a 10% increase in population from 2000 to 2005, an increase of over 220,500 people; by 2025, Denver is projected to have over 3.3 million people, a 921,800 population increase, with 39% growth from 2005 to 2025 (*Colorado State Demography, 11/07; 10-county CBSA, defined by Demographics USA, 2007*)
- 11 Fortune 500 HQs in the Denver CBSA: Qwest Communications, EchoStar, Liberty Media, First-Data, Liberty Global, Ball, Molson Coors, Newmont Mining, MDC Holdings, Level 3 Communications, and Western Union (*Fortune, 4/04*); other top employers include Lockheed Martin, TeleTech Holdings, HealthOne, IBM, United Airlines, CH2M Hill, UAP Holdings (*Denver Econ. Development Corp., 4/07*)
- Denver is the #5 U.S. city with more U.S. life science R&D locations (*Site Selection, 3/07*), has 15,500 bio-science workers in over 470 companies; Fitzsimons Life Science District is one of the largest medical developments in the US, a \$4.3 billion project with 578 total acres & 6 million sq. ft. new real estate
- Denver is one of the most educated markets: of top 20 DMAs, ranks 3rd in college-educated adults, 4th in college graduate or better, & 5th in post grad study/advanced degrees (*Scarborough USA+ 2007, rel 2*)
- Of the top 20 HH DMA's, Denver is ranked by index as: (*Scarborough USA+ 2007, Release 2*)

#1 3+ domestic air trips	#2 1+ any dom air trips-busn/prs	#3 use financial planner
#1 3+ dom air trips-prs/vac	#2 have IRA (indiv. retirement a)	#3 1+ any dom air trips-business
#1 own home mortgage	#2 own a 401K plan	#3 car rental for business
#1 stay hotel/motel - business	#2 own a PDA	#3 used travel agent
- The Denver Int'l Airport served nearly 50 million passengers in 2007, 5.4% higher than last year, & home to 30 commercial airlines to 130 domestic & int'l destinations; 5th-busiest airport in U.S., & 10th in the world (*flydenver.com, 1/08*); #1 best airport in North America for second year in a row (*Business Traveler Magazine, '07*); ranked #2 U.S. airport overall (*Zagat Survey, 11/07*); 3 general aviation reliever airports in area
- Home to 8 pro teams:Broncos (NFL),Denver Outlaws (MLL),Colorado Rockies (MLB'07 NL champs) Denver Nuggets (NBA), 2-time Stanley Cup champion Colorado Avalanche (NHL), Colorado Mammoth (NLL), Colorado Crush (AFL), Colorado Rapids (MLS); #7 "Top sports city" (*Sporting News, 8/07*)
- Denver is ranked as:
 - #1 "Healthiest metro" for physical activity, healthy foods, obesity rates, health care (*MDHWC, 8/07*)
 - #1 "Top city with highest rate of health club membership" (*Health Club Industry Review, '07*)
 - #2 "Top center for business" for cities that have started, grown or retained business (*MarketWatch, 9/07*)
 - #4 "Most literate city" for newspapers, bookstores, libraries, educ., internet (*Nat'l Endowment for Arts, 12/07*)
 - #5 "Most energetic city" for people living an active lifestyle (*Tahitian Noni International, 3/07*)
 - #6 "Fittest city" on exercise, recreational facilities, gym memberships, healthy food (*Men's Fitness, '07*)
 - #7 "Top city for more physical activity and lowest percentage of obesity" (*Cooking Light, 2007*)
 - #7 "Top large metro based on best income growth based on per capita income, and ranked #8 with highest income growth from 1990-2007 (*top 100 large metros, bizjournal.com, 6/07*)
 - #8 "Top metro with highest standard of living" (*Expansion Management, population 1 million+, 2007*)
 - #9 "Best city based on sustainability factors" (*Sustainlane.com, 2006*)
 - #10 "Best city for young professionals" with best business opportunities (*Forbes, 6/07*)
 - #11 "Top market for small business growth" (*bizjournals, 8/07*)

Source: Demographics USA, 2007; Scarborough USA+ 2007, Rel. 2.



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	521,591	719,165	DMA	859,139	1,259,305
DMA	487,251	660,909	College Graduate+	353,561	479,964
Metro	408,675	542,059	Prof'l/Managerial	293,447	404,228
			HHI \$75,000+	390,800	540,742

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Denver DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Denver DMA

	<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>
Visited Europe	161	109	92	Have mkt val hm \$300M+	145	104	79
Own Bonds	149	114	104	Have college degree+	142	109	82
Money mkt acc't	148	102	93	Stay upscale hotel-prs/vac	142	110	104

- The Denver Post/Rocky Mountain News accounts for 54% of the total daily newspaper circulation in the state, and 63% on Sunday (*Circulation 2008*)
- Combined, the circulation of the Denver Post/Rocky Mountain News ranks as the #8 daily (521,591) and #6 Sunday (719,165) U.S. newspaper, and has greater circulation daily and Sunday than the leading newspaper in: Boston (DMA #7), Minneapolis (DMA #15), and Cleveland (DMA #17) (*Demographics USA, 2007, Circulation 2008*)
- The Denver Post/Rocky Mountain News has the highest household penetration in the top 75 DMAs, daily (32.8%) and Sunday (44.5%) (*Circulation 2008; Demographics USA, 2007*)
- The Denver Post/Rocky Mountain News provides far greater coverage of metro adults than A.M. drive-time radio, or even one prime time TV spot each from ABC, CBS, FOX, and NBC combined:

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Denver Post/Rocky Mt. News	39%	A.M. Drive Time Radio (average ¼ hour, 46 stations)	22%
Sunday Denver Post/Rocky Mt. News	55%	Prime Time TV: ABC, CBS, FOX, NBC	16%
- On an average weekday, the Denver Post/Rocky Mountain News reaches over 408,600 metro households - over 4 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (*ABC Magazine Market Coverage Report, 2007- MSA*)
- The Denver Post/Rocky Mountain News reaches 39% CBSA adult readers daily, and 5-issue daily reach climbs to 58%; 55% adults are reached every Sunday, & 4-issue Sunday reach climbs to 72%.
- The Denver Post/Rocky Mountain News combo provides you with virtually the entire newspaper readership of the Denver CBSA:92% & 97% share of all adults who read any daily or Sunday paper
- Daily, Denver Post/Rocky Mountain News readers have an HHI 20% higher than the DMA average HHI—a difference of nearly \$17,500, and Denver adults are more upscale than national average
- Compared to the average DMA adult, daily Denver Post/Rocky Mountain News readers are:

89% more likely to rent car for business	58% more likely to plan buy new lux veh nxt yr
79% more likely to have post grad degree+	52% more likely to have 2nd home/property
78% more likely to stay at hotel/motel for business	50% more likely to drink cordials/liqueurs
- Compared to the average DMA adult, Sunday Denver Post/Rocky Mountain News readers are:

315% more likely to snow ski	57% more likely to have online service
108% more likely to take domestic air trips	54% more a car for personal/vacation
72% more likely to have home value \$200M+	44% more likely to play golf
- The DNA network of websites for the Denver Post/Rocky Mountain News is the area's most powerful local medium for effective online advertising, with 4.2 million audited unique visitors monthly

Source: Circulation 2008; Scarborough, 2007, rel. 2; ABC Audit, March 2007