

## AUDIENCE DEMOGRAPHICS

Loyalty. It's the single-most important word used to describe sports fans in Colorado. It's also the word we've relied on while building our brand – Mile High Sports.

Loyalty is the reason Mile High Sports Magazine will celebrate its 13th anniversary in August. It's why Mile High Sports Radio has grown from an underdog startup to the largest local sports talk lineup in Denver in the past seven years. It's why the Mile High Sports Daily has gone from a few to subscribers to more than 15,000 since 2007. And it's why milehighsports.com has become one of the fastest growing news web sites in Colorado during the past two years.

Sports fans are loyal to their favorite teams, players and news source – Mile High Sports. What does that mean to an advertiser? By reaching these same individuals, brand loyalty can be established, just as it has been with MHS.

Through the most-diverse platforms in Colorado – print, radio, online, email and events – we are tapped into the state's great sports fans in a way unlike any other media outlet. For companies looking for loyal customers, Mile High Sports is a great way to find them.

M

### MHS Magazine

#### GENDER

64% Male | 36% Female

#### TARGET AGE

25-54

#### CORE AGE

25-44

#### MEDIAN HOUSEHOLD INCOME

\$75,000+

#### LIFESTYLE

Active | Sports Participants | Spectators

#### PSYCHOGRAPHICS

Opinion Leaders | Trend Conscious

#### PRIMARY GEOGRAPHIC AREA

Denver Metro

#### SECONDARY GEOGRAPHIC AREA

Front Range

R

### MHS Radio

#### GENDER

85% Male | 15% Female

#### TARGET AGE

35-49

#### CORE AGE

35-44

#### MEDIAN HOUSEHOLD INCOME

\$100,000+

#### LIFESTYLE

Spectators | Consumers | Entertainment

#### PSYCHOGRAPHICS

Established | Loyal

#### PRIMARY GEOGRAPHIC AREA (FM)

Denver Metro

#### SECONDARY GEOGRAPHIC AREA (AM)

Front Range

D

### MHS Daily

#### GENDER

68% Male | 32% Female

#### TARGET AGE

25-44

#### CORE AGE

35-44

#### MEDIAN HOUSEHOLD INCOME

\$100,000+

#### LIFESTYLE

Active | Sports Participants | Spectators

#### PSYCHOGRAPHICS

Opinion Leaders | Trend Conscious

#### PRIMARY GEOGRAPHIC AREA

Denver Metro

#### SECONDARY GEOGRAPHIC AREA

Front Range

O

### MHS Online

#### GENDER

72% Male | 28% Female

#### TARGET AGE

25-44

#### CORE AGE

18-34

#### MEDIAN HOUSEHOLD INCOME

\$75,000+

#### LIFESTYLE

Trend Setters | Active

#### PSYCHOGRAPHICS

Opinion Leaders | Tech Savvy

#### PRIMARY GEOGRAPHIC AREA

Denver Metro

#### SECONDARY GEOGRAPHIC AREA

Front Range

As the sports page shrinks, *MHSM* is the premier place for sports-related features.

As more and more outlets go national, *MHSR* is the No. 1 source for live and local sports talk in Denver.

The Daily provides everything a Colorado sports fan needs to start their day, right in their email inbox.

The redesigned milehighsports.com is one of the go-to places on the web for Colorado sports news.

MAGAZINE

RADIO

DAILY

ONLINE

CIRCULATION

**QUANTITY** 25,000+ / issue  
**READERSHIP** 85,000+ / issue  
**FREQUENCY** 12x (Monthly)  
**DISTRIBUTION** 90% controlled | 10% subs

TARGETED DISTRIBUTION POINTS

Bally's Total Fitness Great Clips  
 Floyd's 99 Barbershop Hooters  
 Grease Monkey Wahoo's Fish Taco

More than 50+ recreation centers  
 More than 100+ doctors offices  
 More than 250+ locations in the metro area!

More than 300 distribution points

PUBLISHING CALENDAR

MONTH	COVER STORY	RELEASE DATE	MATERIALS
JAN	Mile High Sports Awards	1/6	12/19
FEB	High School Rankings	2/3	1/16
MAR	Rapids Preview	3/3	2/13
APR	Rockies Preview	4/7	3/20
MAY	Golf / Summer Adventures	5/5	4/17
JUN	Father's Day	6/2	5/15
JUL	Broncos Training Camp	7/7	6/19
AUG	College Football	8/4	7/17
SEP	Broncos Preview	9/1	8/14
OCT	Hockey	10/6	9/18
NOV	Basketball	11/3	10/16
DEC	Snow Angels	12/1	11/13

85,000+ readers every month

BONUS DISTRIBUTION ISSUES

<b>FEB</b>	50 metro area high schools
<b>MAR</b>	Colorado Rapids home game
<b>APR</b>	Rockies opening day
<b>MAY</b>	50 metro area golf courses
<b>JUN</b>	Rockies home game
<b>AUG</b>	CU-CSU game
<b>OCT</b>	Avalanche home game
<b>NOV</b>	Nuggets home game

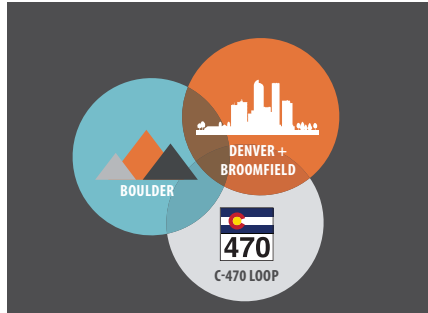


MAGAZINES OFFER CREDIBILITY, SHELF LIFE AND THE OPPORTUNITY TO MAKE A VISUAL IMPACT

Most live and local sports talk in Denver

## Frequencies

- AM 1550**  
A daytime signal covering the Denver metro area
- FM 94.1**  
Located on Lookout Mountain, this signal blankets the C-470 loop
- FM 96.9**  
A signal covering Boulder County



## Content

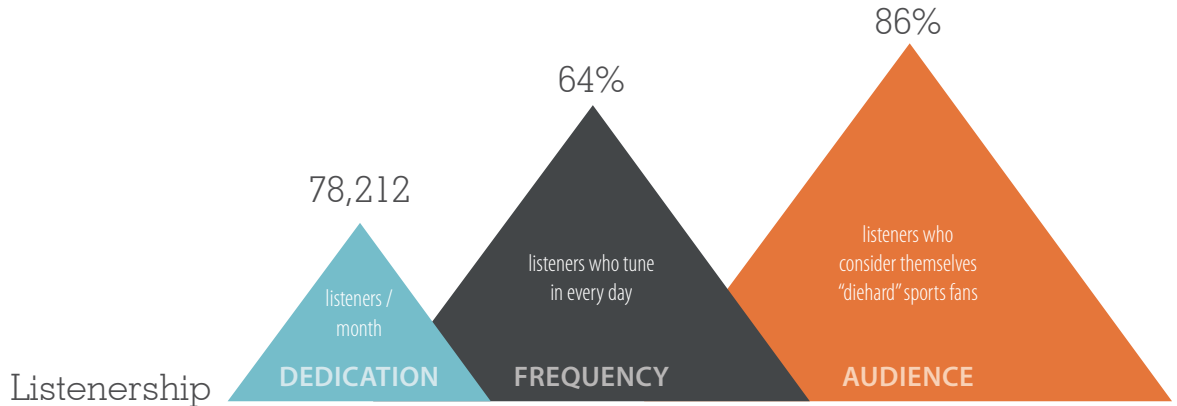
### SPORTS TALK

While other stations are broadcasting tape-delayed national programs, MHSR is focused on the topics Colorado sports fans care about most through a lineup that features the most live and local sports talk shows in town.

### PLAY-BY-PLAY LEADER

The only station in Colorado that is home to three pro sports teams, MHSR carries the Colorado Avalanche, Colorado Rapids and Denver Nuggets. It's also the radio home to DU and Metro State basketball.

## More than 75,000 listeners per month



RADIO REACHES 93% OF ALL CONSUMERS EVERY WEEK; 72% EVERY DAY

**AUDIENCE**

<b>UNIQUES</b>	50,000+
<b>PAGEVIEWS</b>	150,000+
<b>IMPRESSIONS</b>	600,000+

65,000+  
readers  
every month

**CONTENT**

**COLUMN**  
A unique, timely editorial penned by one of the award-winning writers from the Mile High Sports staff

**NEWS**  
The latest happenings on the local sports scene

**BLOGS**  
Lists, tidbits and other quick reads, tied to the biggest sports stories of the day

**PRODUCT OVERVIEW** **AUDIENCE**

<b>DELIVERY</b>	Email	<b>SUBSCRIBERS</b>	15,000+
<b>FREQUENCY</b>	Every weekday	<b>OPEN RATE</b>	17-43%
<b>TIME</b>	Before 9:00 a.m. (MT)		

**CONTENT**

**COLUMN**

A unique, timely editorial penned by one of the award-winning writers from the Mile High Sports staff

**HEADLINES**

Links to the biggest sports stories of the day

**SCORES**

Finals from the previous day's games featuring local teams

More than 1 million digital impressions per month

M

Magazine Rates

SIZE	1X	6X	12X
FULL PAGE	\$3,000	\$2,750	\$2,500
1/2 PAGE	\$1,750	\$1,600	\$1,500
1/3 PAGE	\$1,250	\$1,000	\$750
COVER 2	\$4,000	\$3,500	\$3,000
COVER 3	\$3,500	\$3,100	\$2,700
COVER 4	\$3,750	\$3,300	\$2,850
2-PAGE SPREAD	\$5,000	\$4,500	\$4,000
SNOW ANGELS	\$15,000		

MHS Magazine Specs

SIZE	W x H
FULL-PAGE	
Trim Size	8.25" x 10.875"
Live Area	7.75" x 10.375"
Bleed	8.75" x 11.375"
2-PAGE SPREAD	
Trim Size	16.5" x 10.875"
Live Area	16" x 10.375"
Bleed	17" x 11.375"
FRACTIONALS	
1/2 Page	7.5" x 4.875"
1/3 Page	2.25" x 10.125"
SUBMISSION INFO	
Color	4-Color CMYK
Format	Hi-Res PDF
	No color bars or trim marks
Email	josh@milehighsports.com
FTP	FTP://63.150.171.2

R

Radio Rates

DAY PART	:60	:30
AM Drive (M-F   6a-10a)	\$60	\$50
Midday (M-F   10a-3p)	\$50	\$40
PM Drive (M-F   3p-7p)	\$60	\$50
Weekday Rotator (M-F   6a-6p)	\$40	\$30
Weekday ROS (M-F   6a-12a)	\$30	\$20
Evening (M-F   6p-12a)	\$30	\$20
Weekend Day (Sa-Su   6a-6p)	\$20	\$15
Weekend Night (Sa-Su   6p-12a)	\$15	\$10
ROS (M-Su   6a-6a)	\$10	\$8

D

Daily Rates

SIZE	1X	3X	5X
Sideclimber	\$100	\$75	\$50

MHS Daily Specs

Size	251 x 155
Resolution	72 dpi
Format	JPEG

O

Online Rates

SIZE	CPM
All Standard IAB	\$15

MHS Online Specs

SIZE	300 x 250
RESOLUTION	72 dpi
FORMAT	JPEG

TERMS & CONDITIONS

- All new advertisers must pre-pay unless credit has been granted by Mile High Sports
- Mile High Sports reserves the right to reject any advertising material that does not reflect the company's policies
- Mile High Sports is not liable for product claims or representations in an advertisement; advertisers assume sole responsibility for the content of their advertisement
- Mile High Sports is not liable for any errors in key numbers or other type set by the advertiser or publisher
- No cancellations will be accepted after the space reservation date for a given issue or the first day of a broadcast month
- No artwork will be returned or spots released until all invoices are paid in full
- In the event that an advertiser's agency defaults in payment due to Mile High Sports the advertiser will be held responsible for space charges and related production fees
- Terms are net 30. Finance charges of 1.5% per month will be applied to any outstanding balances
- The advertiser is responsible for any and all collection fees incurred for any invoice (as well as all legal fees incurred in collecting balances)
- All rates are gross
- Agency discounts (maximum of 15%) allowed to recognized agencies only