



## Colorado Daily Reader Profile

### Profile of Market Readers

Age	
18 - 29	12%
30 - 44	41%
45 - 54	26%
55 and greater	21%
Household Income	
Less than \$55,000	26%
\$55,000 - \$74,999	16%
\$75,000 or more	45%

### Profile of Student Readers

Age	
18 - 24	93%
25 - 34	7%

## Unsurpassed Reach

### Student Readership

Colorado Daily	20,100 readers
The Onion	16,500 readers
Westword	3,900 readers
Boulder Weekly	3,600 readers

### Non-Student Readership

Colorado Daily	28,800 readers
The Onion	25,500 readers
Boulder Weekly	22,600 readers
Yellow Scene	19,700 readers

## Props

“The ad worked great! I’ve gotten a bunch of business from it and I am definitely going to run some more ads ... One very satisfied customer ...”

*Alex Deibold, Owner, The Detailer*

Colorado Daily – free and everywhere – puts your advertising message into the hands of 48,900 consumers every week.

The Colorado Daily has served the Boulder market since 1892. And in that time it has become the favorite amongst University of Colorado’s Boulder campus students (reaching seven-of-10) as well as everyday Boulder-area residents (28,800 readers weekly).

Distributed Monday through Friday to CU’s campus, The Hill and throughout the City of Boulder, this free community newspaper covers the issues that matter most to readers – from hard-hitting local news and views to entertainment, music, sports and dining out.

There is no better vehicle for reaching Boulder’s young and active consumers than the Colorado Daily.

**Local Knowledge. Total Coverage.**

Call your advertising consultant today at 303.473.1400.

# Colorado Daily

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## Reader Activities

CU-Boulder's 31,470 students spend more than \$240 million every year. **The Daily reaches seven-of-10 of these spenders.**

### Of Colorado Daily readers

- 96% purchase clothing
- 93% dine out at sit-down restaurants
- 80% purchase office supplies
- 73% use medical services
- 70% purchase furniture and home furnishings
- 69% shop at bookstores
- 66% visit fast food restaurants
- 63% shop liquor stores
- 63% purchase computer software/hardware
- 59% use auto repair services
- 58% purchase sporting goods/athletic wear
- 56% purchase music, videos or DVDs

### Colorado Daily readers are active

- 77% attend concerts
- 76% hike, camp and rock climb
- 76% attend community events and festivals
- 73% bike
- 59% are runners
- 55% are movie-goers

### Colorado Daily readers shop

- 76% shop Downtown Boulder
- 75% shop Twenty Ninth Street
- 70% shop FlatIron Crossing
- More than half (52%) travel to Denver to shop and play

## Interesting Fodder

### Visitors

The Colorado Daily is free, everywhere and available at more than 60 visitor haunts including the visitor's kiosk on the Pearl Street Mall. And our Visitor's Guide, publishing May through July, is the only one in the area produced fresh daily.

### When do visitors come?

The busiest months for visitors include June, July, August, September and October. Half of Boulder's hotel lodgers visit during the summer.

### Why are they here?

Nearly half of the folks visiting are here for a general vacation or visiting family and friends. More than a third are in Boulder for business.

### How much do they spend?

\$285 to \$170 a day ... \$77 if day-tripping.

### How long do they stay?

3.6 nights on average.

### How do visitors spend their time?

86% eating, 67% shopping, 47% hiking.

### Students

32% of CU students are from out-of-state.

70% of CU students (21,000) live in Boulder. More than 2,300 CU students live in the East Boulder County and Broomfield area.

The 2008 fall semester garnered the highest freshman class in CU history at 5,830 students.

7,000 students attend classes during summer semester.

26,000 CU alumni live in the Boulder area.

### Football

Folsom Field can host 53,600 football fans ... its record attendance was at the last CU vs. CSU game held at Folsom Field with 54,972 spectators.

The average home game attendance in 2008 was 49,500 spectators.

Nearly 11,000 students attend CU home football games.