

IN STEP WITH TODAY & TOMORROW

# MODERN IN DENVER

ARCHITECTURE • INTERIORS • ART • DESIGN • PEOPLE

## OVERVIEW

For more than 50 years, Colorado has been front and center nationally in the embrace of modern art, architecture, design and culture. And in 2011 Denver, Boulder & Aspen dwellers have increasingly turned their eye toward style and finding inspiration in the modern aesthetic. The area is a hotbed of “modernity,” from classic mid-century neighborhoods to contemporary new construction, our state is home to a vibrant and growing collection of exceptional modern design, designers and forward thinking consumers.

Modern In Denver’s mission is to celebrate modern living in the Mile High City and The Rocky Mountains.

We take you inside the homes and buildings that embody Denver’s modern spirit, exploring the architecture, design, lighting & objects that complete the modern space. We introduce the talented community of architects, designers, artists & entrepreneurs whose vision helps shape modern Denver. Modern In Denver is your resource for finding the best in modern shopping, real estate, art and entertainment – and bringing together those who enjoy it.

## PRINT DIGITAL SOCIAL

### A NEW CHANNEL

Modern In Denver is more than a magazine. It is a new, uniquely niched channel to a highly targeted, motivated audience not afraid to make bold decisions regarding their lives and surroundings. Modern In Denver speaks with our growing base of modern design lovers & trendsetters on a consistent basis across multiple mediums. In addition to our print magazine we have an excellent website that draws visitors to read new content posted every week. We also have an active presence on Facebook and Twitter to alert our followers in an up to the minute basis on all things modern. Modern In Denver has also gained the reputation for throwing don’t miss events that are not only fun but provide a venue for our advertisers and partners to meet our audience in person. Become part of our network and you will have a whole new channel to advertise your products and brand your business.



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## RESULTS

"A magazine dedicated to modern living in Denver? We love it. It's a terrific opportunity to reach a passionate, design savvy audience in a city with so much happening on this front." - **Brooke McKinnon, Room & Board**

"Modern in Denver Magazine is the perfect vehicle to bring everything Modern and Cool in Denver under one roof! From Real Estate, Neighborhoods, Restaurants and Shops, Materials, Fashion and Everything that fits the Modern Lifestyle, William has created a Home Run!!! We are proud Advertisers, Supporters and Contributors to "Modern in Denver!" -**Peter Blank, Mile Hi Modern.com**

"Modern in Denver (MID) has been one of our greatest advertising successes. As an unconventional automotive experience, we were thrilled to find an unconventional media outlet to foster our brand. With MID, we have been able to tap into the influential and progressive design-sensitive demographic. We have already seen a return on our investment and will continue to advertise in MID". -**Robert Savi, Owner -The Import Warehouse**

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### WHO:

The Modern In Denver target audience is curious, interested and passionate about modern design, architecture & art. They are educated, affluent and care about their space – inside and out. Our readers are architects, artists, graphic designers, interior designers, entrepreneurs and modern enthusiasts. They are in their twenties, thirties, forties, fifties and sixties. They actively seek out information on all things modern; books, blogs, groups, galleries, retail stores, museums and now Modern In Denver. They are intelligent, motivated people with a substantial amount of "buying power."

## AUDIENCE

### WHERE:

Modern In Denver is available at newsstands (Tattered Cover, Barnes and Noble), grocery stores (Whole Foods, SunFlower Market) and select retailers (Mod Livin, Denver Art Museum, Kirkland Museum, Mod Mood, etc.) where the Modern Denverite is found. It is also delivered to 100's of architectural firms, design studios and modern residential buildings throughout Denver, Boulder, Vail and Aspen.

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## CALENDAR

Print dates 2011: March, June, September, December 2011

Advertising space reservation deadlines are 3 weeks prior to magazine printing date.  
Finished ad deadlines are 14 days prior to print date.

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## AD SIZES (NEW LARGER FORMAT!)

All ads are full color : **Magazine trim Size is: 9"x 10.875"** // Live area: .25" inside trim / **8.75"x 10.625"**

Full Bleed: Extend artwork .125"

Half page vertical: 3.75" x 9.75" // Half page horizontal: 7.75" x 4.75" // Quarter page: 3.8" x 4.75"

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## AD RATES:

FOR OUR CURRENT AD RATES PLEASE CONTACT: [WILLIAM@MODERNINDENVER.COM](mailto:WILLIAM@MODERNINDENVER.COM)

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## FILE PREP

Modern In Denver is published using a CMYK 4-color printing process. The body of the magazine is printed on 80# satin text paper and wrapped in 80# cover stock with a UV varnish.

### DIGITAL:

The magazine is produced using Adobe InDesign, Photoshop & Illustrator on a Macintosh platform. All ads should be created as CMYK files at a resolution of 300dpi (for 150 line screen printing) at 100% size. Photoshop files should be flattened and all fonts should be outlined.

### FILE FORMATS:

Modern In Denver accepts PDF files. We also accept PDF files created with InDesign. We accept hi-resolution jpeg, tiff or eps files from Photoshop as well as eps files from Illustrator (outline all fonts). We cannot accept files in PageMaker, Corel Draw, InDesign, Freehand, Microsoft Publisher, PowerPoint or Word.

### SUBMIT ADS:

1. On a cd disk or flash drive.
2. Via e-mail: [william@modernindenver.com](mailto:william@modernindenver.com)

### PROOFS:

Modern In Denver can generate a high-quality digital proof for \$30 per ad.  
We cannot be responsible for errors or print quality of submitted ads without check proofs.

**CONTACT:**

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