

# MEDIA KIT 2010

## JUNE-DECEMBER

MODERN IN DENVER  
MAGAZINE



### OVERVIEW

For more than 50 years, Denver has been one of the country's top cities to embrace modern architecture, design and culture. Today more than ever, Denver dwellers with an eye toward style are finding inspiration in the modern aesthetic. From classic mid-century neighborhoods to contemporary new construction, our city is home to a vibrant and growing collection of exceptional modern design.

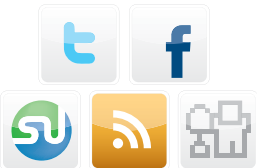
Modern in Denver's mission is to celebrate modern living in the Mile High City.

We take you inside the homes and buildings that embody Denver's modern spirit, exploring the architecture, design, lighting and objects that complete the modern space. We introduce the talented community of architects, designers, artists and 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.

## A NEW CHANNEL

PRINT  
DIGITAL  
SOCIAL

Modern In Denver is more than a magazine. It is a new channel to reach the targeted, motivated audience you want. Modern In Denver speaks with our growing base of modern design lovers 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 that we post 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 rapidly 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.



### 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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### DEMOGRAPHICS

#### WHO:

The Modern In Denver target audience is curious, interested and passionate about modern design, architecture, and 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".

#### WHERE:

Modern in Denver is available at newsstands, grocery stores and select retailers where the modern Denverite is found. It is also directly delivered to select architectural firms, design studios and modern residential buildings throughout Denver.

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### CALENDAR

Print dates 2009 / 2010: June, September, December 2010, March 2011

Advertising space reservation deadlines are 4 weeks prior to magazine printing date. Finished ad deadlines are 14 days prior to print date.

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### AD SIZES

All ads are full color : **Magazine trim Size is: 8"x 9.5"** // Live area: .25" inside trim / 7.5"x 9"

Full Bleed: Extend artwork .125" // outside trim. 8.25"x 9.75" // Full page: 8 x 9.5"

Half page vertical: 3.375"x 8.25" // Half page horizontal: 7"x 4" // Quarter page: 3.375"x 4"

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**FOR AD RATES:** Please contact [william@modernindenver.com](mailto:william@modernindenver.com)