



WEST COLFAX LATELY MAGAZINE

2024/2025 MEDIA KIT



WEST COLFAX LATELY MAGAZINE

West Colfax Lately showcases the people, places and events of Colorado's most famous avenue. The annual magazine dives deep on the creative communities and organizations around the west metro's commercial and cultural heart.

With a long shelf-life, extensive pass-along rate, and robust digital presence, West Colfax Lately affords your business an unmatched opportunity to reach readers looking for restaurants, shopping, art, activities, and more.

365

DAYS OF REACH

The annual magazine is distributed and read throughout the year

30,000

PRINT COPIES

directly mailed to Lakewood's most coveted neighborhoods and distributed at targeted businesses throughout the corridor

100,000

DIGITAL IMPRESSIONS

Every ad is included in an interactive flipbook and an engaging website

\$95,000+

AVERAGE HOUSEHOLD INCOME

which is 22% higher than Denver metro average

40

AVERAGE AGE OF RESIDENTS



WEST COLFAX LATELY MAGAZINE 2024/2025 EDITORIAL HIGHLIGHTS

2024/2025 Issue
 Release Date: November 2024
 Ad Deadline: September 6

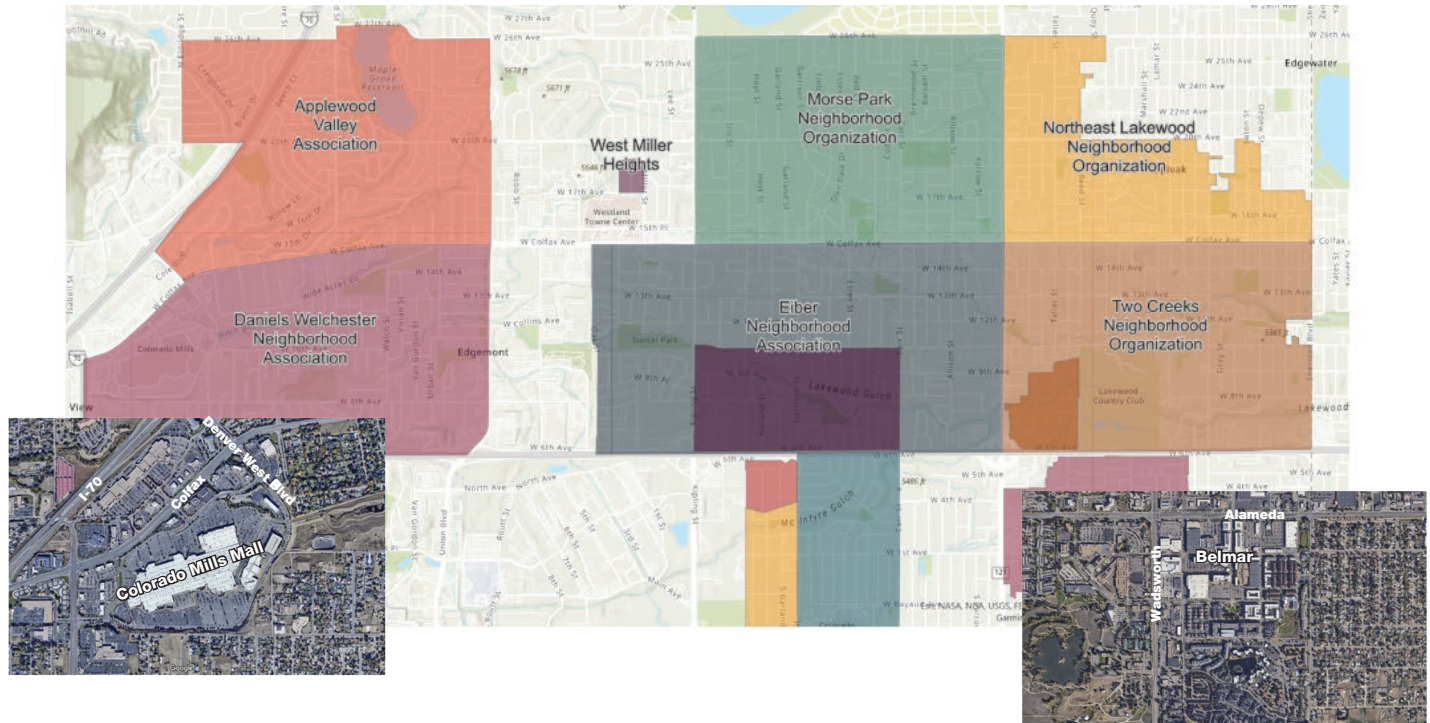
Learn about the thriving and buzzing commercial hub of the west metro area in West Colfax Lately. Colorado's most famous corridor is always growing and changing, and this annual magazine highlights the people, places and events of the vibrant region.

- Profiles of the community connectors boosting and growing the Colfax corridor
- A spotlight on the mariachis who keep Casa Bonita humming
- The area's best dining and drinking locations
- Hidden gems waiting to be discovered in Lakewood and west Denver
- A preview of the next big thing coming to the West Colfax area ...and more.

THE WEST COLFAX LATELY COLLECTIVE

The Lakewood-West Colfax Business Improvement District, 40 West Arts District & the West Colfax Community Association work together to energize historic West Colfax.

OUR NEIGHBORHOODS



“Arts and Culture are a vital part of the revitalization of our corridor ... and West Colfax Lately Magazine is a showcase for our mission here. The magazine is a great way for any business to be a part of the energy and momentum of this historic avenue.”

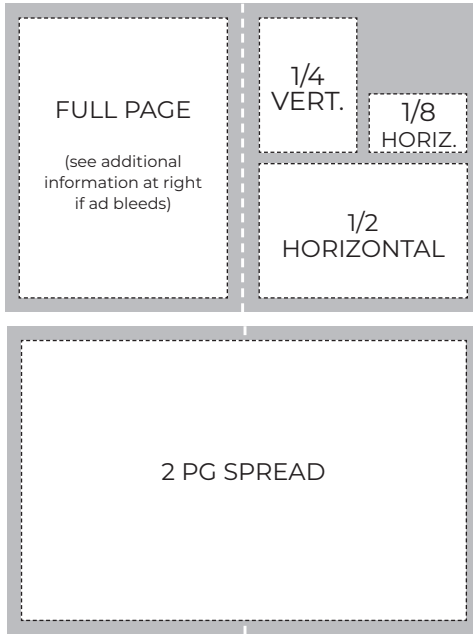
— Liz Black

40 West Arts Executive Director & Colfax corridor resident



Working together to ENERGIZE historic West Colfax

2024/2025 WEST COLFAX LATELY MAGAZINE SPECIFICATIONS



SUBMISSIONS OF DIGITAL ADVERTISEMENTS

- Please ensure that all photos and artwork used in finished ads are at 300dpi, CMYK process
- Embed all fonts and images in PDF submission
- Please do not include crop or bleed marks in the file

POSITION

Positioning of advertisements is at the discretion of the publisher unless guaranteed premium position is contracted.

E-MAIL ADS

Send to your sales representative or sales@pub-house.com.

ISSUE	RELEASE DATE	AD DEADLINE
2024/2025	November 2024	September 6

AD SPACE SIZES & DIMENSIONS

All dimensions are listed in INCHES, width X height.

Full Page Trim.....	8.375 x 10.875
Full Page Live.....	7.375 x 9.875
Full Page Bleed.....	8.625 x 11.125
1/2 Horizontal.....	7.25 x 4.75
1/4 Vertical.....	3.5 x 4.75
1/8 Horizontal.....	3.5 x 2.25
2 Page Spread Trim.....	16.75 x 10.875
2 Page Spread Live.....	15.75 x 9.875
2 Page Spread Bleed.....	17 x 11.125

FULL-PAGE ADS

- Bleeds: Add 1/8" all sides beyond trim size
- Keep text & graphics a minimum of .375" away from trim edge

WHY IS ADVERTISING IN COLORADO'S PERFORMING ARTS PUBLICATIONS SO EFFECTIVE?

\$2.6 BILLION

ECONOMIC IMPACT OF DENVER METRO ARTS

— Colorado Business Committee for the Arts

Reach engaged local readers. Each high-quality issue is delivered to thousands of targeted households and distributed at strategic locations for unparalleled Jefferson County reach and visibility for a full 12 months. We also have discounts for advertising in our other magazines distributed at Colorado's finest arts venues.

\$4

RETURN PER DOLLAR SPENT ON PRINT ADVERTISING (COMPARE TO \$2.50 FOR TV OR \$1.50 FOR DIGITAL VIDEO)

— Nielsen Catalina Solutions study of 1,400 ad campaigns

47 %

OF SHOPPERS ARE MOST LIKELY TO START AN ONLINE SEARCH AFTER SEEING A MAGAZINE AD

— The Retail Advertising and Marketing Associates

82 %

OF CONSUMERS TRUST PRINT ADS THE MOST WHEN MAKING A PURCHASE DECISION

— Harvard Business Review

PRINT ADVERTISING MAKES A LASTING IMPACT. IT REQUIRES LESS COGNITIVE EFFORT AND RESULTS IN GREATER BRAND RECALL THAN DIGITAL MESSAGES.



“Our ad more than paid for itself and we both gained new supporters and reached some donors that had lapsed in their giving in recent years.

In fact, the ad was so successful that we are placing ads in additional publications with Colorado Performing Arts.”

— Melissa Grosjean
Longmont Humane Society

DENVER PERFORMING ARTS COMPLEX



APPLAUSE MAGAZINE is handed to patrons attending the Denver

Center for the Performing Arts' Tony Award-winning productions and Broadway shows.



SOUNDINGS MAGAZINE goes behind the scenes to provide Colorado

Symphony audiences with high points of every diverse performance.



OPERA COLORADO MAGAZINE provides devoted patrons all the

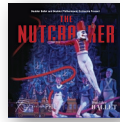
fine points to enhance a grand opera production.



COLORADO BALLET MAGAZINE introduces dancers, provides

fascinating details for each performance and chronicles the company's 50-plus years.

BOULDER ARTS



BOULDER PHILHARMONIC AND BOULDER BALLET

MAGAZINES update loyal audiences with performance details and highlights.



THE COLORADO SHAKESPEARE FESTIVAL MAGAZINE provides

patrons with behind-the-scenes details that enhance every summer performance in Boulder.



CU PRESENTS MAGAZINE engages readers with background on the Artist

Series, CU Opera, Takács Quartet and Holiday Festival.



THE COLORADO MUSIC FESTIVAL MAGAZINE is the definitive

source for all things related to Boulder's premier summer music festival.

THIRST MAGAZINE



THIRST MAGAZINE explores the diverse Colorado experience

by highlighting our distinct lifestyles and the dedication of our state's craft artisans. We guide adventurers to the people, destinations, events and experiences that deepen their appreciation of the Centennial State.



THIRSTCOLORADO.COM delivers timely features, events and a comprehensive calendar designed to keep readers out until after dark.

SOUTH & WEST METRO ARTS



BRAVO LAKEWOOD MAGAZINE provides residents with details

of the arts, classes and entertainment at the Lakewood Cultural Center.



NEWMAN CENTER PRESENTS MAGAZINE educates

patrons about the eclectic and timely performances in the stunning University of Denver facility.



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VIEW, the magazine of the Lone Tree Arts Center, features performing arts highlights and details about the happenings at the south metro area's state-of-the-art facility.

MOUNTAIN ARTS



BRAVO! VAIL spotlights the diverse and acclaimed performances of Eagle

County's destination summer music festival, which draws national crowds to several Vail venues each summer.



THE PUBLISHING HOUSE

303.428.9529

sales@pub-house.com

ColoradoArtsPubs.com