

The Aspen Times readership includes visitors and residents who are affluent, educated and inquisitive.

**Affluent:**

- 98% of *The Aspen Times* readers have incomes of \$50,000-\$100,000
- 85% of *The Aspen Times* readers have incomes of \$100,000 or more.

**Educated:**

- 93% are college graduates with bachelor degrees or higher
- 91% have had some college

**Inquisitive:**

- 9 out of 10 people, or 90% of people in the Roaring Fork Valley, read *The Aspen Times*.
- 14% use the aspentimes.com as their primary Internet source for information about Aspen and the Roaring Fork Valley.
- *The Aspen Times* has "cover-to-cover" readership, with 34% of *The Aspen Times* readers saying they read nearly all of the newspaper.

**The Aspen Times is a Colorado Press Association Award Winner**

Best Sports Story - 1st - Tim Mutrie

Best Sports Event Story - 2nd - Tim Mutrie

Best Business Story - 2nd - Scott Condon

Best Special Section - 3rd - Barbara New and Aimee White Beazley

Best Headline Writing - 3rd - Steve Johnson

Best Use of Color in an Ad - 1st - Jen Sehnal and Barbara New

Best Small Space Ad - 1st - Tim Kurnos

**Also published by *The Aspen Times*:**

*Summer Guide*

- 35,000 distribution, publishes in the Summer

*Winter Guide*

- 35,000 distribution, publishes in the Winter

*Wine & Dine*

- 35,000 distribution, publishes in the Summer and Winter

*Mary Esbaugh Hayes Around Aspen*

- 40,000 distribution, publishes in the Winter



Expect Results: Our readers are your customers.  
90% of Roaring Fork Valley residents have read The Aspen Times  
in the past week.

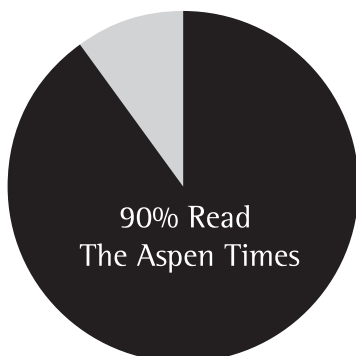
With unmatched penetration in the Roaring Fork Valley, *The Aspen Times* is a free seven-day daily newspaper with an average circulation of 11,500. Its distribution includes the premier ski resorts Aspen Mountain, Aspen Highlands, Snowmass and Buttermilk. Circulation reaches Basalt, El Jebel, Carbondale and Glenwood Springs.

Its weekly counterpart, the *Aspen Times Weekly*, has a weekend circulation of 9,000, which includes local and worldwide subscribers. The popular choice of visitors and residents, the *Aspen Times Weekly* is the news standard for in-depth reporting on community issues, lifestyle stories, arts and entertainment, as well as a premier source for real estate advertising.

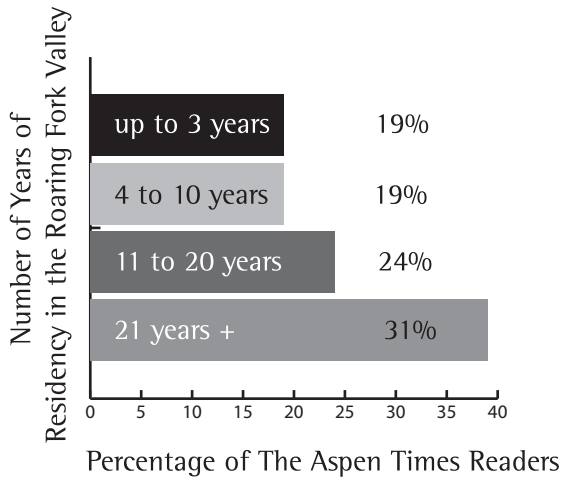
The most effective advertising vehicle in the region, *The Aspen Times* offers several award-winning environments for targeted advertising including:

- Four-color tabloid size daily newspaper;
- aspentimes.com online newspaper;
- Magazine-style premium publication *Aspen Times Weekly*;
- Specialty publications and special sections.

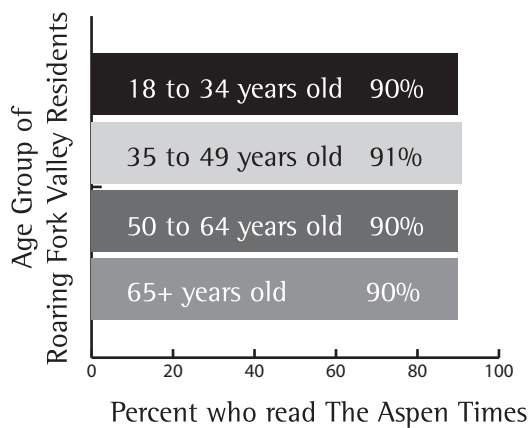
9 out of 10  
Roaring Fork Valley Residents  
Read The Aspen Times



The Aspen Times frequent readers are long-term residents of the Roaring Fork Valley.

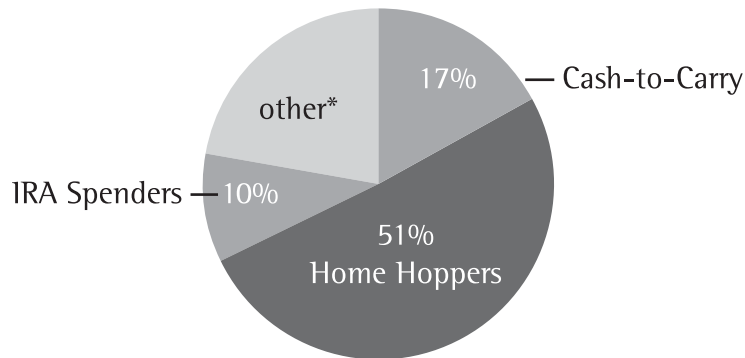


The Aspen Times is the number one choice for news and information for adults of all ages.



## Who are The Aspen Times Readers?

The largest percentage of readers fall into the following categories:



\*Reflects a combination of niche categories with representation of less than 5% each.

Niche	%	Median Income	Median Age	Demographic Profile
Cash-to-Carry	17%	\$81,000	46	Homeowners, professional, few kids, credit card owners
Home Hoppers	51%	\$76,000	43	Mostly renters, credit card owners, mail buyers, few kids, professional, very mobile
IRA Spenders	10%	\$78,000	69	Homeowners, few kids, credit card owners, professional, post-graduate degree

Source: 2004 Colorado Mountain News Media Readership Study, Magid & Associates, Inc; Marketing Solutions Group; Equifax