

Greater Denver & Foothills Multichannel Marketing MEDIA KIT 2023



MEDIA STATISTICS

NUMBER OF
COMMUNITIES

25

TOTAL
HOMES

72k

MONTHLY
PRINT REACH

396k

MONTHLY
DIGITAL AD
REACH

1.25M

MEG SMIT
msmit@bestversionmedia.com
720-806-6328

Apply to Work With Us

Elevating the Community. Cultivating the Marketplace.

The holidays are here.
TURN UP THE DIAL ON WHAT MATTERS THE MOST.



Inspirational Care with Inspire Beauty & Wellness

Just one relationship with people, find solutions, and use my knowledge and healing skills to influence property to other people. Inspire to inspire better people!

Camelia offers to a good person, show love and compassion to all and to give them solutions to her daughter. "My dream came true - she says. "So many beautiful people with the biggest hearts. Each day she inspired by her clients as she has received of herself, and she is happy to be able to share the blessing by giving them a service that they would be an inspired and inspired client."

Inspire Beauty and Wellness is a joint plan. Camelia has spent time with her clients and has been bringing her daughter, Cecilia, to her "Meek Monday" where they play around with skincare, dance to music, and laugh about silly hair styling. Camelia also has great connections with the two women who provide their healing services in the building, and the positive environment that they help her.

She lives in Green Mountain in the same home that she grew up in. In the evening there and the morning that comes with seeing her daughter follow in her footsteps. Everything she does, she sees, she does for her daughter, and she hopes to pass the business on to Cecilia one day. She also dreams of opening a school of the healing arts for those who have a passion for the work.

Camelia is very thankful for the "inspiration" love and support shown to her, and to Inspire Beauty & Wellness by the community. The passion for what she does in order, as in her desire to make the world a better place. ✨



CRADLE TO CRAYONS LEARNING CENTER

Young children, toddlers and preschoolers can learn to read and write at an early age.

www.goldenchildcare.com | 303-216-5910

The Call of Applewood Brings The Roberts Family Home

When Evan Roberts Sr. retired from the US Army in 1975 he and his wife, Dora, wanted to move to Colorado to raise their family. Evan and Dora worked together in the Denver area in 1975. Evan and Dora decided to settle in Appleton, building their retirement home on N. 10th St. in a historic area near the site of the Manufacturing, and their first son was an entrepreneur in the field of real estate. Evan and Dora moved to West Ridge High in 1978, and Evan and Dora started a real estate business with their son, Evan Jr. Evan Jr. and his wife, Dora, moved to Golden in 1978, and Evan Jr. and his wife, Dora, moved to Golden in 1978. Evan Jr. and his wife, Dora, moved to Golden in 1978, and Evan Jr. and his wife, Dora, moved to Golden in 1978.

BRENDAN GUSTAFSON
Brendan Gustafson
Brendan Gustafson | 303-443-7905 | b.gustafson@denverrealty.com

CRIMSON CAT
It's hard to choose the best cat breed. My advice is to get one that you love. The rest will follow.

MYNSPIRE REALTY
MONDAY - FRIDAY 9:00 AM - 5:00 PM
SATURDAY 10:00 AM - 4:00 PM
SUNDAY 12:00 PM - 4:00 PM
24/7 SUPPORT
24/7 SUPPORT
24/7 SUPPORT

ADVERTISE WITH US
• LOCAL BUSINESSES
• REAL ESTATE
• SERVICES
• EDUCATION
• RETAIL
• FOOD & BEVERAGE
• HEALTHCARE
• PROFESSIONALS
• NON-PROFIT
• GOVERNMENT
• EDUCATION
• RETAIL
• FOOD & BEVERAGE
• HEALTHCARE
• PROFESSIONALS
• NON-PROFIT
• GOVERNMENT

CARL EBERGER'S LEGACY:
Leading the Citizens Coalition to Preserve South Table Mountain Against a 75-Year Quarry

Carl Eberger, Jr. (1935-2018), conservationist and attorney, presided over the public hearings and was instrumental in the passage of the 75-year quarry ban in 2018. The legacy of Carl Eberger's leadership in preserving South Table Mountain is a testament to his vision and dedication to the community. Carl Eberger's legacy is a testament to his vision and dedication to the community. Carl Eberger's legacy is a testament to his vision and dedication to the community.

EVENTS

HIGH SCHOOL GRADUATIONS

Golden High School
Friday | May 19 | 10am
Colorado School of Mines, Golden
Lakewood High School
Saturday | May 20 | 10am
CU Events Center, Boulder
Wheat Ridge High School
Friday | May 19 | 3pm
North Arco Athletic Complex

species during the time period of April 29 through May 1, 2023. During this four-day event, they will be leading a two-hour hike at Crown Hill Park where we will explore the incredible diversity of plant and animal life on the Keast Pond Trail. The program will start with a short tutorial about Wetland followed by a hike to observe and document organisms, using the app. Their uploads will be added to all the data compiled by residents in our region over the four-day time frame so we can find out just how biologically diverse the Denver Metro Area is!

Eberger, longtime Golden resident and educator (and daughter of the late conservationist/attorney Carl F. Eberger Jr.) for her presentation. She will discuss the battle to preserve South Table Mountain from the beautiful vantage point of Rolling Hill. Refreshments and finger food will be served. A cash bar will be open. TIME: 5:00pm - 8:00pm. COST: \$15. Pre-registration required. www.kendall.org

who we are

We are a media group based in Jefferson County. We partner with Best Version Media - the fastest grown independent media company in North America - to make a sponsorship branding multichannel approach to marketing available to local businesses at an affordable rate.

our vision

As a business, you need to build an ongoing relationship with consumers. We offer a compelling experience and offer it consistently which helps you hold your customer's attention, not just grab it.

our mission

We provide hyperlocal, microtargeted marketing opportunities and bring businesses together with high value communities to form meaningful and profitable relationships. Through the publication of local lifestyle magazines that feature neighborhood residents and businesses, digital advertisement, and targeted events, we cultivate the marketplace and make a positive impact on the community.

300

500+

3M

\$5m

23 MONTHS

MAGAZINES PRODUCED ANNUALLY

CURRENT ADVERTISERS

MONTHLY EXPOSURES

CURRENT CAMPAIGN \$S MANAGED

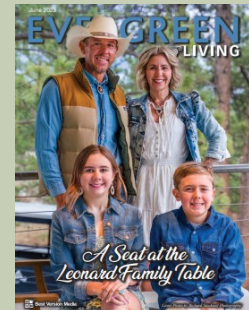
AVERAGE CAMPAIGN DURATION

Greater Denver
& Foothills

Neighborhood
Magazines

LET US

GROW YOUR
BUSINESS



WHY US?

Because We're Number 1

A True Win-Win Partnership

- We are the only platform where you can grow your business while helping the community
- Every aspect of our partnership package is based on **BEHAVIORAL SCIENCE**

Personally Connect & Build Trust

- We are the #1 way to reach the community, delivered directly to their home
- People utilize companies they **KNOW, LIKE & TRUST** Which is why content is included in all packages
- We are a 1-Stop-Power-Shop:
PRINT + DIGITAL + CONTENT + DESIGN = SUCCESS

90%

Read Rate

90%+ read the magazine cover to cover, and many households save and collect the monthly issues.

80%

Print Drives Results

80% of consumers act on directed printed mail ads and 77% say print drives higher levels of recall.

92%

Trust Print Most

92% say it's easier to read print vs. digital content and 82% trust print the most when making a choice.

400%

Increased Effectivity

Get a 400% increase in effectivity of a marketing campaign when you combine print and digital.

A WINNING FORMULA

How We Do It

WHAT'S INSIDE

Community-focused features people love to read while being THE local resource guide.

Regular segments include:

- Family Features
- Sports Featuring Athletes, Teams & Initiatives
- Community Happenings
- Kids & Pet Corners
- Expert Articles
- Resident Submissions & more

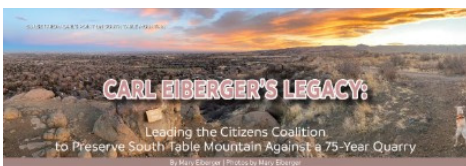


Photo: iStockphoto.com/Photo by Mike Boag

CARL EIBERGER'S LEGACY

Leading the Citizens Coalition to Preserve South Table Mountain Against a 75-Year Quarry

CARL EIBERGER, 1916-2016, environmentalist and author, provided over 14 years (1974-1988) and 16,000 hours of pro-bono legal work to preserve South Table Mountain from becoming a 75-year quarry (1973-2016). He fought 18 public hearings and won three of the five before the Board. He pro-bono work equated to a full-time job for 16 years in total.

In honor of Carl Eiberger's leadership in saving Colorado and the Golden State, the South Table Mountain Citizens Coalition is proud to publish this special issue of *How We Do It*. The issue is dedicated to Carl Eiberger's legacy and his work to preserve South Table Mountain. The issue is dedicated to Carl Eiberger's legacy and his work to preserve South Table Mountain. The issue is dedicated to Carl Eiberger's legacy and his work to preserve South Table Mountain.



Photo: iStockphoto.com/Photo by Mike Boag

Community Interest

from Ike and Elmo

BY CONNIE STEARNS AND ANN THACKE

HELLO WORLD, from Elmo and Ike! Lucky for us, we live in Applewood Hills, the birthplace of the 'hood. Maybe that's why we are such love-bugs!! Our humans are the second owners of our home and have loved living here for 38 years; because we have such great neighbors.



I'm ELMO (St. Elmo's Fire vom Schlossfelsen); and I'm seven. I started school at 8 weeks of age and understand over 300 human words – most of which have to do with LOVE or PLAY. People say I'm a really good boy. My favorite activities are walks, fetch, learning new words, and playing one-upmanship with my brother.



I'm IKE (Isaak vom Schlossfelsen); and I'm five. Me and Elmo are brothers. At 9 weeks old, I was Grand Marshall of a pet parade. Then, I graduated school at 4 months old with honors and a diploma.

Pet Corners

Six Must Have Features FOR MOUNTAIN HOMES

By Francesca Costa, Realtor®
Certified Mountain Area Specialist

- 1. Trustworthy Water System.** Many of us living on the mountains are well water. It is always important to test your well water for quality (drinking safety) and flow rate. In the winter, we all must be cognizant about freezing pipes. Having older or unmaintained pipes could result in a frozen burst pipe, which is wasteful of water and quite the project to fix.
- 2. Sturdy Roof.** Having a durable roof is important here in Colorado because the weather can be so unpredictable. Using material that has high fire safety rating and hail impact rating is ideal. Ultimately, having a lightweight roof is desirable as well when that heavy snow piles up. Getting a roofer to certify your roof for safety is a good decision if you are planning on selling in the near future.
- 3. Dependable Heating.** There are many great ways to heat your home: solar, radiant, and hot water, to name a few. If you are on a furnace, it is important to change out your air filters frequently and get regular safety checks. Wood-burning stoves can be a great way to warm a house and keep energy costs down in the cold winters.
- 4. Outdoor Living Space.** Decks, patios, and gazebos are just some examples of how to soak in the beauty around us. We are so fortunate to have wildlife like elk, hummingbirds, and fawns frequent our backyards! Having a place to sit, relax, or enjoy a meal outdoors is a great way to enjoy your mountain home.
- 5. Quality Windows.** Windows are so important to a home for many different reasons. They provide us with beautiful views of our surroundings and fill the home with natural light. It is critical to make sure your windows are installed correctly and insulate the home. Your energy bills can be affected negatively if cold air is getting in during the freezing winter times.
- 6. The Quintessential Mudroom.** Although this may not seem like the most important item on your list, a mudroom can certainly make your life a whole lot easier. Having this space allows for people to come into the house with muddy boots and jackets and store them away without tracking the dirt into the house. A mudroom is also a great place for any pet needs or storage.

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"Real Estate Dreams Become Reality"

COLDWELL BANKER REALTY

With proven sales and extensive knowledge, I am your trusted foothills real estate expert. I help both sellers and buyers navigate the market. Friendly, helpful real estate service is right here in your neighborhood.

Expert Articles

EXPERT CONTRIBUTORS

Learn more about becoming an expert contributor, contact Jennifer Corbin at jcorbin@bpcnewsmedia.com or 303-523-6008

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Expert Directory

BUSINESS PROFILE

BABY FACE SKIN CARE: Resort-Like Skin Repair

BY ERIK HANSON

AFTER SUFFERING A LIFETIME WITH CYSTIC ACNE, Amy Costello-Brown endured years of trial and error on the hands of skin professionals. The way her skin broke out was so frustrating that she had to stop working. She had to research and master more effective, natural and healing options to help control her skin. She has a dedicated career as a facialist and other cutting-edge facial treatments, as well as the most successful products in the industry.

Amy Costello-Brown is the founder of Baby Face Skin Care. She is a third generation of all the energy in this world and she is a professional in the industry. She is a third generation of all the energy in this world and she is a professional in the industry. She is a third generation of all the energy in this world and she is a professional in the industry.

Business Profiles

SPORTS SECTION

JONATHAN NETHERCUTT BEGINS SECOND SEASON WITH ULTIMATE'S COLORADO SUMMIT

By Emily Lewis - Malibu, Photo by Paul Gardner

GOLDEN'S JONATHAN NETHERCUTT plays professional ultimate frisbee for the Colorado Summit, one of 24 teams across the U.S. and Canada in the American Ultimate Frisbee League (AFL). He is a professional in the industry. He is a professional in the industry. He is a professional in the industry.

Sports Coverage

Be The Expert

OUR #1 PROGRAM

- A large ad + ad design
- Our expert listing with your bio, contact info, and photo (or logo) in every issue
- EXCLUSIVITY: Only 1 expert per field can be in our expert listing!
- PLUS our business write-up
- PLUS YOUR CONTENT 4 times a year
- It is the BEST way to connect with your customer base.
- You become the GO-TO resource in the area!

EXPERT CONTRIBUTORS
Learn more about becoming an expert contributor, contact Jennifer Corbett at jcorbett@bestversionmedia.com or 303-525-60

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BY THE NUMBERS

1
IT'S EXCLUSIVE TO YOU - THERE CAN BE ONLY 1 EXPERT PER FIELD

2
AT LEAST 2 POSITIONS IN EVERY ISSUE: THE LISTING + YOUR AD

10
UP TO 10 FULL PAGES OF CONTENT PER YEAR

12
NUMBER OF TIMES YOU CAN CHANGE YOUR AD EVERY YEAR

15,000
DOLLAR VALUE OF THE PROGRAM PER YEAR

WHY IT'S EFFECTIVE

Content Marketing is the most effective way to obtain and keep a customer.

Consumers utilize companies they

KNOW, LIKE & TRUST

As an Expert you become the GO-TO by being informative about your expertise for the community.

We give you a platform to speak directly to your audience.

Consumers feel comfortable when getting to know your business more personally and in-depth, building trust and loyalty.

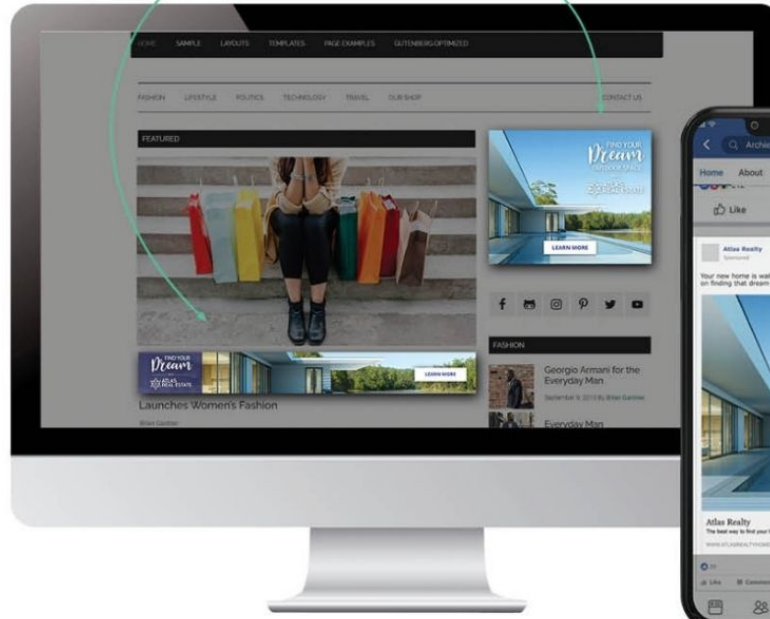
Apply to Work With Us

 **DIGITAL**

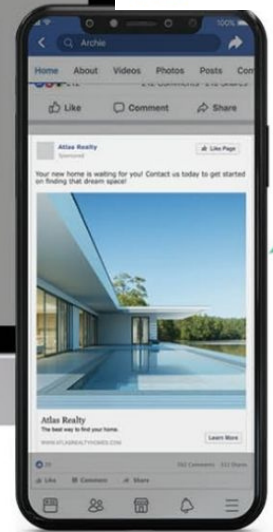
Ad in BVM Magazine



 Google Ads



FACEBOOK



Our omnichannel, all-inclusive approach is designed to maximize effectiveness and be a one-stop shop for local businesses of all sizes.

See a 400% Increase in marketing effectiveness with PRINT + DIGITAL

20K STANDARD

- 20K Avg. Monthly Impressions
- Consistent Online Presence
- Geo-Targeted To Zip Code

40K PRO

- 40K Avg. Monthly Impressions
- Larger Online Presence
- Retargeting
- Geo-Targeted To Zip Code

60K+ PREMIUM

- 60K+ Monthly Impressions
- Largest Online Presence
- Retargeting
- Add Up To 5 Zip Codes



Enjoy premium placement on the nation's fastest growing sports website BVMSports.com
A local, regional, and national website - one place for all sports.
Your Sidebar and Banner are tied to local sports within a 30-mile radius.

Meet Your Team

WE ARE A DEDICATED TEAM HERE FOR YOU
SO YOU CAN REACH YOUR GOALS



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Meg Smit

Division Manager

PLEASE CONTACT ME FOR PRICING
QUOTES BASED ON YOUR NEEDS.
PACKAGES ARE CUSTOMIZED FOR
MAXIMUM EFFECTIVENESS & DISCOUNTS.



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Ilene Hanson
Writer



Kay Atwell
Designer



Natalie Morrow
Feature
Photographer



Hannah Morvay
Feature
Photographer



Desire Lopez
Feature
Photographer