

Want to reach more than 15,000 professionals in the Pikes Peak region? Then the Colorado Springs Business Journal has the answer to all your advertising needs — online, in print and face-to-face. Our readers are entrepreneurs, CEOs, community and nonprofit leaders — a mix of all the people who are creating wealth and improving the local economy.

## Who we are & what we offer:

We are locally owned, with 17,500 readers each week from across Southern Colorado: Colorado Springs, Woodland Park, Tri-Lakes, Fountain and Pueblo.

We have 2,500 paper subscribers — and a subscription costs a mere \$1.71 a week.

We update your business news daily, direct to more than 6,300 in-boxes. Our daily news email has a 40 percent open rate.

Digital advertising on CSBJ is viewed more than 86,000 times monthly, with more than 38,000 unique visitors every month — and it's growing.

Our editorial staff won more than 125 regional and state writing awards — more than 75 have been in the past two years. The Business Journal was named the 2013 best-in-class newspaper, and the 2016 best-in-class for design and photography by the Colorado Press Association.

With a seven-day shelf life, our readers refer to the paper throughout the week, which gives your advertisements multiple exposures.

Our award-winning art department can provide free design advice for your advertising. We will make sure your ads are working — and collaborate to make the most from your advertising dollar.

Our experienced, dedicated sales staff can provide free marketing and media consultation. We pledge to work with you to create a media plan that includes a digital and print platform designed to improve your company's revenue.

We are devoted to our community, to the enrichment of our readers and the prosperity of our advertisers.

## CSBJ readers at a glance:

Total income: \$1.5 billion

Median income: \$184,215

Median age: 46

75% of our readers are home owners

55% male readers

45% female readers

More than 7,700 subscribers to the paper and daily email.

Over 17,500 readers each week

CSBJ publishes each Friday

Source: Media Audit

## Events:

Each month, the CSBJ sponsors a networking event created for business owners, startups developers, entrepreneurs, professionals, C-Suite executives and local community leaders. We provide an avenue directly to Southern Colorado's business and political leaders — attend our events, celebrate the region and discover new relationships. Join the CSBJ as we honor business leaders, discuss issues. Through our events, we can all work together to create a world-class community and a bustling economy.

235 S. Nevada Ave., Colorado Springs, CO 80903  
719.634.5905 | CSBJ.com