

EasyLiving

FRONT RANGE MAGAZINE

formerly EasyChair Magazine

Inspiration and Information for Your Life on the Front Range

demographics
distribution

2008

LOOKING FOR A SMART MARKETING MIX?

Choose EasyLiving!

{demographics}

- 100,000 highly-educated, affluent households across the Front Range
- Active readership = 200,000+
- Direct mailed to 85,000+ homeowners with annual effective buying incomes of 75,000+
- Business executives, entrepreneurs, philanthropists and community leaders

{distribution}

> 100,000+ total distribution:

- Unsurpassed homeowner circulation via direct mail
- Advertisers' business locations across the Front Range
- Strategic dropped distribution including public libraries, county offices, hotels, restaurants, real estate offices, local non-profits

Golden Chamber, Denver/Boulder BBB, Denver Hispanic Chamber, Colorado Black Chamber, Boulder Chamber, DIA distribution hubs, Boulder Chamber, Outlets of Colorado at Silverthorne, Loveland, Castle Rock; Propp Realty Office locations.

> Who should join us?

- Biz Targeting an Affluent/Regional Audience
- Home Resources & Services
- Health & Wellness Providers
- Major Employers/Community Leaders
- Retail Businesses
- Locally-Owned/Boutique Biz
- Service & Product Experts
- Biz with Sustainable Initiatives, Green Products/Services
- Recreation/Entertainment/Arts & Culture venues
- Travel Destinations/Diversions



A **SMART** combination of print and internet marketing strategies!

EasyLiving Front Range Magazine
EasyLivingFrontRange.com

{website}



MCL 2008 PROMO 8.27.08

970-686-5805 | EasyChairMedia.com | EasyLivingFrontRange.com

ADVERTISING | PRINT & WEB | eCOMMERCE | MARKETING & PR CONSULTING | GRAPHICS | LOGOS | COPY WRITING | EVENTS | SPONSORSHIPS | PARTNERSHIPS

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editorial
ad rates
inquiries

2008

{editorial}

> Magazine Features:

- Around Town: Information on hot topics impacting our Front Range Community
- Healthy Living: Ideas and inspiration for a healthy lifestyle
- BBB Spotlight: Consumer Tips and Business Spotlights
- Home & Garden: "How-to" articles, resources, tips & trends
- Destinations & Diversions: Easy Getaways & Vacation Hotspots
- Arts & Culture: Programs, events, classes, exhibits & performances. Spotlight on the people behind the scenes

> **Maximize Your Budget:** One Year with EasyLiving = One Terrific Deal! Purchase four issues of EasyLiving and receive our best rate ever, plus earn additional incentives that can save you thousands!

{rates}

> Color Ad Rates

(all rates are per insertion) Four-time Rates:

Eighth Page (\$745 value)	\$ 425
Sixth Page (\$1,200 value).....	\$ 625
Quarter Page (\$1,550 value)	\$ 995
Third Page (\$2,200 value)	\$ 1,295
Half Page (\$2,550 value)	\$1,595
Full Page (\$3,750 value).....	\$ 2,895

> Rates include the following:

- Complementary Internet Marketing and PR Features
- Layout & Design
- Flexible, Affordable Terms

Space Reservation Deadline: approx. 30 days prior to publication date

Ad Material Deadline: 15 days prior to publication date

2008 Publication Dates: Spring, Summer, Fall and Winter

Payment terms: 1/3 due at contract, 1/3 at proof, 1/3 upon publication. Rates are Gross.

Ask About Our
"Expert Contributor"
Packages & Our
Comprehensive
Marketing Menu!

{features}

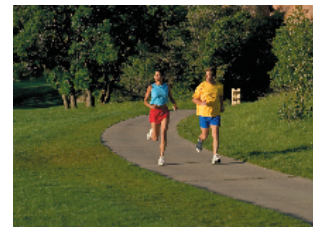
aroundtown



home&garden



healthyliving



destinations&diversions



arts&culture



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