

# 2016 MEDIA KIT

Looking for an effective, affordable way to reach  
key decision makers in Metro Denver?

Reach Key Business Owners, Homeowners, Newcomers and Visitors with  
EasyChair Media's Chamber Publications.



*"When a business is connected to a chamber of commerce, consumers are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future."*

– The Shapiro Group, Inc

**Our annual chamber magazines** are designed to be an excellent marketing tool for business to get noticed and you don't have to be a chamber member to advertise! A purchase individually or collectively is a Smart Buy! These annual magazines collectively print over 85,000 copies for a readership of 50,000+ upscale homeowners, 10,000+ local business owners, corporate representatives, nonprofits, community leaders, and association members from a variety of industries, and 25,000 newcomers/visitors.

## We reach your best buying market!

All annual publications have a digital edition with live links and offer one full year of shelf life! Representing a multi-channel marketing approach with print, web and mobile!

	Publish dates	Annual Circulation	# Direct Mailed
Arvada Work Live Play	Early June	21,000	16,000
Arvada Map	Early November	10,000	
Explore Evergreen	January	22,000	16,000
Evergreen Map	Mid March	10,000	
Highlands Ranch CONNECT	Mid October	15,000	12,000
Hispanic Chamber Resource Guide	Early May	8,000	4,000

Call to get an individual rate card and ask about multi market discounts or pricing for chamber membership. Deadlines are approximately 30 days prior to the publish month.

Arvada and Evergreen are accepted and shipped to all Colorado Welcome Centers, a dozen Colorado Visitor Centers, DIA, and Visit Denver.

All publications are distributed to key corporations and major employers of the area, real estate offices, major area hospitals, hotels, and new developments.

Online versions are on all chamber websites and traffic varies by area, but in 2014 we had over 70,000 page views, 3,610 visits with 15 page views per visit, an average of 10 visitors per day, with an average of 3 minutes and 51 seconds spent per visit, and an 18.5% bounce rate. Online presence can be enhanced with video, home tours and slide shows ask us how. And we connect via Facebook regularly.

### Did you know?

- "More than 56% of readers took action on a magazine ad or had a more favorable opinion about the advertisers because of magazine advertising." – Affinity's VISTA Print Effectiveness Rating Service
- 56% of customers find print marketing to be the most trustworthy type of marketing. – Compu-Mail 2014
- Print magazines are No. 1 in reaching super influential consumers – MPA Factbook 2014
- Digital-edition magazine readers = young, educated and upscale – MPA Factbook 2014



EasyChair Media, the publisher, offers everything from design and concept development to copy writing and photography. Everything to make your ad buy simple and easy! We design for results and our dedicated creative team can help you customize a package that fits your marketing objectives and budget.

### The Smart and Easy way to advertise!

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