

Breckenridge

magazine



It's where you work;
it's where you live;
it's where you play;
it's what we're all about.



What is Breckenridge Magazine?

Breckenridge Magazine is the source for everything Breckenridge. It's the source for everyone who lives here, visits here or plans to travel here. It's the best way to put your advertising message in front of locals, visitors and prospective visitors – the only high-quality, glossy, seasonal Breckenridge community publication featuring in-depth articles that inform, entertain and inspire your customer base.

Circulation and Distribution

Each issue of *Breckenridge Magazine* will have a minimum press run of **60,000** copies.

All Breckenridge Residents and Businesses	6,575
Breckenridge Lodging Companies- To Be Mailed to Prospects	10,000
Breckenridge Racks in Stores, Restaurants and Businesses	10,000
Breckenridge Visitors Center	5,000
Hotel Rooms/Vacation Rental Properties	8,100
Summit County Racks	7,000
Summit County Medical, Dental, Salons and Spa Lobbies and Waiting Rooms	375
Front Range Medical, Dental, Salons and Spa Lobbies and Waiting Rooms	2,950
Denver Metro and Front Range Racks	10,000

Why Advertise

Breckenridge Magazine offers the most attractive reader demographics of any publication in the area. With a full six-month shelf life, each issue of *Breckenridge Magazine* promotes your business to locals, Colorado, national and international visitors, as well as to the surrounding Summit County residents. Our goal is three-fold:

- to entertain, inform and inspire locals,
- to promote Breckenridge to tourists and potential visitors,
- to drive all of them to your business.



Editorial Calendar

Breckenridge Magazine is a rich mix of in-depth feature articles, specialized departments and columns covering outdoor adventures and recreation, cultural venues and events, dining reviews, nightlife listings, shopping, family and children's offerings, home and garden news and community calendar.

Winter 2001

Features

Q&A With Duncan Adams, Breckenridge resident and 18-year-old champion snowboarder who was the youngest participant at the 2008 Winter X Games.

25 of our Breckenridge Faves – Adventures, Getaways and Experiences

Where to stay – From the Plush to the Rustic, Breckenridge has a Bed for Everyone's Budget and Taste

10 Great Dates – Ten Don't-Miss Events

Columns & Departments

80424

About Town

Our Economy

What's In Store for Breckenridge in 2011

Flashback-What Was Happening 25, 50 and 100 Years Ago

Style

15 Winter Must Haves You Can Only Find In Breckenridge

Yes Breckenridge Can Do Chic

Style for Men and Little Guys

Shopping

Check Out This Place

Got the Blues-Denim/Jeans

Shopping Uniqueness in Breckenridge – A Small Town Without All the Big Chains

Where Did You Find That?

Dining

Breakfasts Worth the Wakeup

Breckenridge's "Pizza Culture"

Interview with Matt Fackler, Owner and Chef of Acclaimed Relish.

Nightlife

Family Friendly

Western Rustic

Mostly Locals

Fun for All

Looking for Love

Those Special Nights



Culture

A Local Artist's Perspective on Breckenridge and Life

Gallery Walk

Book Clubs and Beyond

Performing Arts

Backstage Theater Winter Lineup

Laughs and Lifts-After A Day on the Slopes Catch These Comedy Acts

Music

Music in Breckenridge: Classical, Rock, Acoustic, Jam Sessions, Pickups and More

Events Schedule and Venue Listing

Musician Interview

Daytime

Outdoor Patios for Wintertime Sun and Fun

Volunteering in Breckenridge

Try this at Home-Lunch Recipes from Local Restaurants

Outdoors

Layering Options to Keep You Toasty

Weather Stats for Last 3 Years and What the Farmer's Almanac Predicts for This Year

Winter Photography Tips

Adventure

Ski or Snowshoe the Peaks Trail

3 Things You Must Try this Winter: Dog Sledding, Ice Climbing, Bike-Skiing

Our Top Snowmobile Trails and Trips

Sports and Recreation

Join a Hockey League or Pick Up Game-Visitor's Welcome

Babes in the Backcountry

Winter Cross-Training, Get Ready for Summer Activities



Home

Revamp That Tired Fireplace

Window Coverings that Look Great and Keep You Cozy

Classic Outdoor Winter Décor

Home-cooked Meals Without the Hassle – Yes, You Can Afford a Personal Chef

Big Ideas for Small Spaces – Breckenridge Interior Designers Share Their Secrets



Kids and Family

Top Sledding Spots

Recipe for Perfect Hot Chocolate

On the Mountain-Activities for Kids

Cool Things Happening in Our Local Schools

Finding a Sitter

Health

Eating Organic

Bottled Water or Tap

Spa-aahhhh

Guest Book

Bed and Breakfasting It in Breckenridge

So, You Have Guests Coming From Out of Town-Where to Put Them, Lodging Review

How Visitors Get Around Breckenridge

Entertaining-Keep it Simple Cater Your Next Event

Calendar of Events

Final Page

Locals Share Their Three Favorite Things About Breckenridge

Dates, Rates and Specifications

Dates

Issue

Winter 2011
Summer 2011

Ad Space Close

October 8, 2010
March 28, 2011

Materials Due

October 8, 2010
March 28, 2011

On Sale Dates

November 15, 2010 thru May 1, 2010
May 1, 2011 thru October 31, 2011



Rates

Size

Size	Rate
Spread	\$9,125
Full Page	\$4,600
2/3 Page	\$3,680
1/2 Page Horizontal	\$2,765
1/2 Page Vertical	\$2,765
1/3 Page Square	\$2,300
1/3 Page Vertical	\$2,300
1/4 Page	\$1,600
1/6 Page Horizontal	\$1,150
1/6 Page Vertical	\$1,150
1/8 Page	\$750

Non-Bleed

16.875x9.625"
7.875x9.625"
5.125x9.625"
7.875x4.75"
3.875x9.625"
5.125x4.75"
2.5x9.625"
3.875x4.75"
5.125x2.25"
2.5x4.75"
3.875x2.25"

Bleed

18.25x11"
9.25x11"

Location

Location	Rate
Inside Front Cover	\$6,500
Inside Back Cover	\$6,500
Back Cover	\$8,000

Submission Details

Size

Submit ads exactly to size. Refer to the ad size chart. If your document is not built to the correct size, the final output may not be what you expect.

Bleed

Please indicate a .125" bleed on all ads which require one. If you send files with less than a .125" bleed, the printer may have difficulty printing your ad correctly.

Live Area

Do not place text or logos outside the live area (.375" from trim), any such information risks being cut off and displaying incorrectly in the magazine.

Application Formats Accepted

- Adobe PDF — press output setting; fonts & images embedded
- Adobe InDesign — include fonts & image files, CMYK, 300dpi
- Adobe Illustrator — CMYK, fonts converted to outlines
- Adobe Photoshop — CMYK, 300 dpi, flattened TIFF or EPS

- QuarkXPress — include fonts & image files, CMYK, 300dpi

Fonts

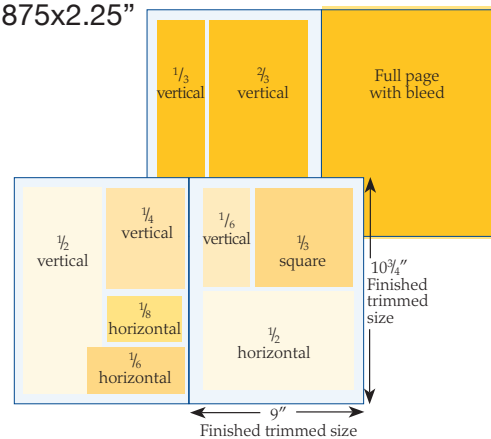
Send both screen and printer fonts for the ad. No PC fonts. Please use Postscript fonts and avoid TrueType. In drawing programs such as Adobe Illustrator or Macromedia Freehand, convert the fonts to outlines before submitting your ad.

Images

Include all of the images used in the ad. All images placed in documents must either be TIFF or EPS file formats. Color images placed in the ad must be CMYK.

Material Submission

Evergreen Custom Media accepts ads by email, FTP or CD. Submit a laser print or low-resolution PDF file of the ad (required). Include specific contact information of the person responsible for the ad layout. Label the ad with the name of the advertiser.



Email

Amy@EvergreenCustomMedia.com

FTP

www.EvergreenCustomMedia.com
Username: uploads@
EvergreenCustomMedia.com
Password: j48dh4

Ship CD

Amy McCracken,
Evergreen Custom Media,
820 S. Monaco Pkwy #275
Denver, CO 80224

Evergreen Custom Media has the ability to design your ad for you. Please ask your account executive for details and prices.

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To reserve your advertising space please contact:

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Evergreen Custom Media
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Amy@EvergreenCustomMedia.com