

2024

MEDIA KIT



AboutBoulder.com is Boulder County's number one go-to website for local content by local people bringing communities and people together through positivity.



AboutBoulder.com is visited by Boulder County residents, potential residents, University of Colorado students/faculty/staff, tourists and potential visitors, friends and family, plus anyone wanting information about Boulder County and it's many businesses & organizations.

500K
UNIQUE VISITORS

10M
PAGE VIEWS

2M
NUMBER OF VISITS

11
PAGE VIEWS
PER VISIT



ABOUT BOULDER'S AUDIENCE IS YOUNG, ACTIVE, HIGHLY EDUCATED & AFFLUENT

Graduated
College+
73% OF AUDIENCE



\$87,000/YEAR
MEDIUM HOUSEHOLD INCOME OF OUR AUDIENCE

Politically
Active
74% OF AUDIENCE

65%
35 OR YOUNGER

49%
MALE

51%
FEMALE



DIGITAL SPECS

Leaderboard - Size 728x90

Our most prominent banner located at the top of the site in the header, above the navigation, will appear on all pages, excluding home page.

Rectangle - Size 300x250

A large rectangle banner located in the sidebar of the site. This banner will appear on all pages of the site at random.

Skyscraper Narrow - Size 120x600

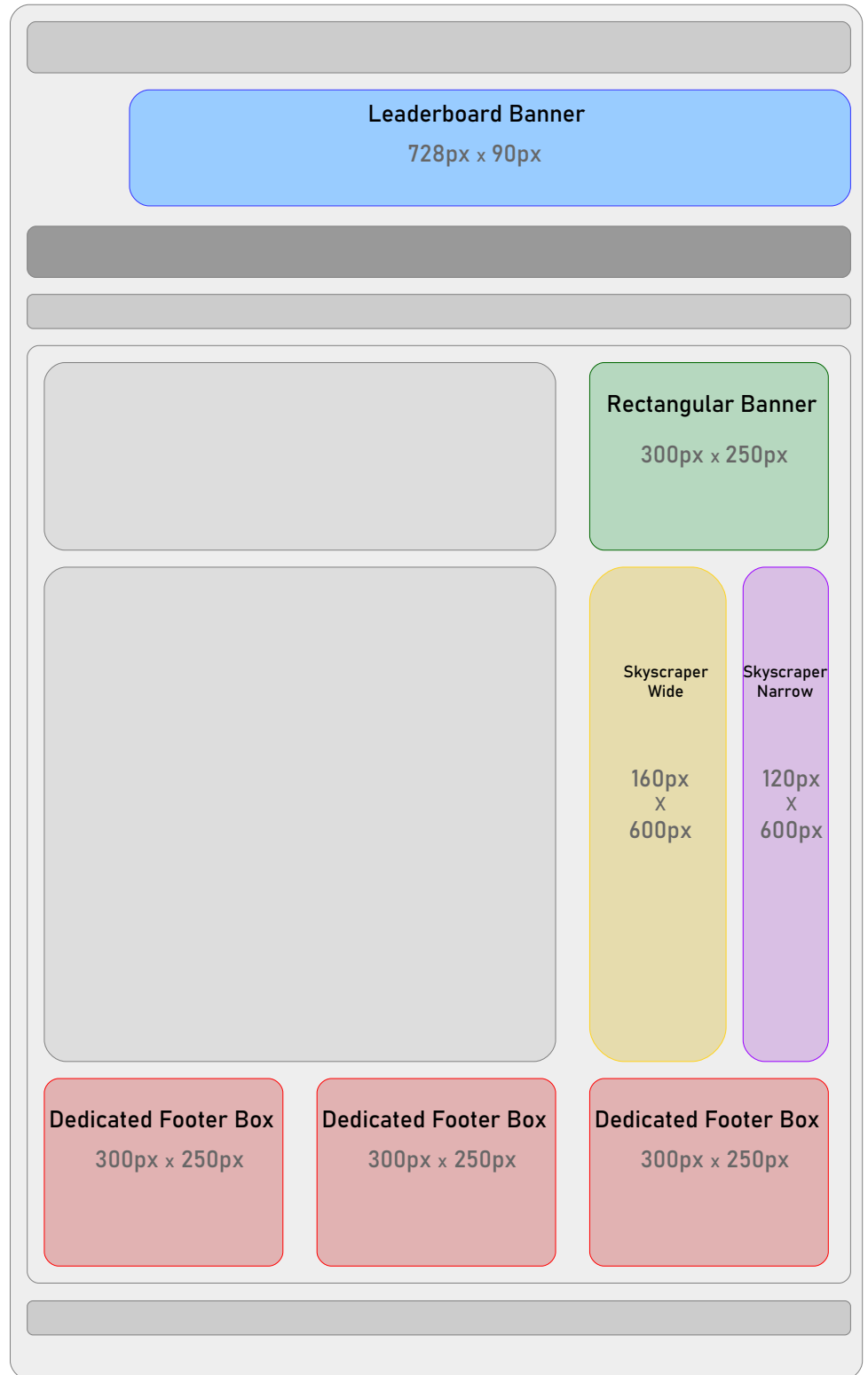
A tall vertical banner located in the sidebar of the site. This banner will appear on all pages of the site at random.

Skyscraper Wide - Size 160x600

A wider tall vertical banner located in the sidebar of the site. This banner will appear on all pages of the site at random.

Dedicated Footer Box - Size 300x250

A unique square banner located in the footer of the site. This banner will appear on all pages of the site and is not shared with any other advertiser.



Note: all banner ads are "Run of Site" – displayed randomly on all pages of AboutBoulder.com without duplication.



UNIVERSITY OF COLORADO,
BOULDER ATHLETICS

TELLURIDE SKI
AND GOLF RESORT



COLORADO
ATHLETIC CLUB

JNH LIFESTYLES



MACDONALD WEATHERS
TEAM AT **COLDWELL
BANKER**



What Can AboutBoulder.com Do for YOU?

We want to make understanding this process as fast and easy as possible. We'd love to work with you one-on-one to plan your custom marketing plan. Please contact a personal Sales Associate, or the general contact at the bottom of this page.

Top reasons to advertise on AboutBoulder.com:

- One of the fastest growing media companies in Colorado
- Averaging over 15 page views per visit, with over a million page views per month
- Amazing demographic of young active highly educated and affluent audience.

Thank you so much for considering AboutBoulder.com.

We look forward to doing everything we can to keep your business top of mind with our dedicated About Boulder readers. Call today before your competition grabs your spot!

For more information, please contact us:

Contact@AboutBoulder.com
www.AboutBoulder.com