

2026

**MEDIA
KIT** AB



About Boulder

ABOUT

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.

2M

PAGE VIEWS PER MONTH

25M
PAGE VIEWS*

20,000+

VISITS IN A SINGLE DAY

11

AVERAGE PAGE VIEWS PER VISIT



*Year End 2025

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

Hero Banner

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 Banner

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 Banner

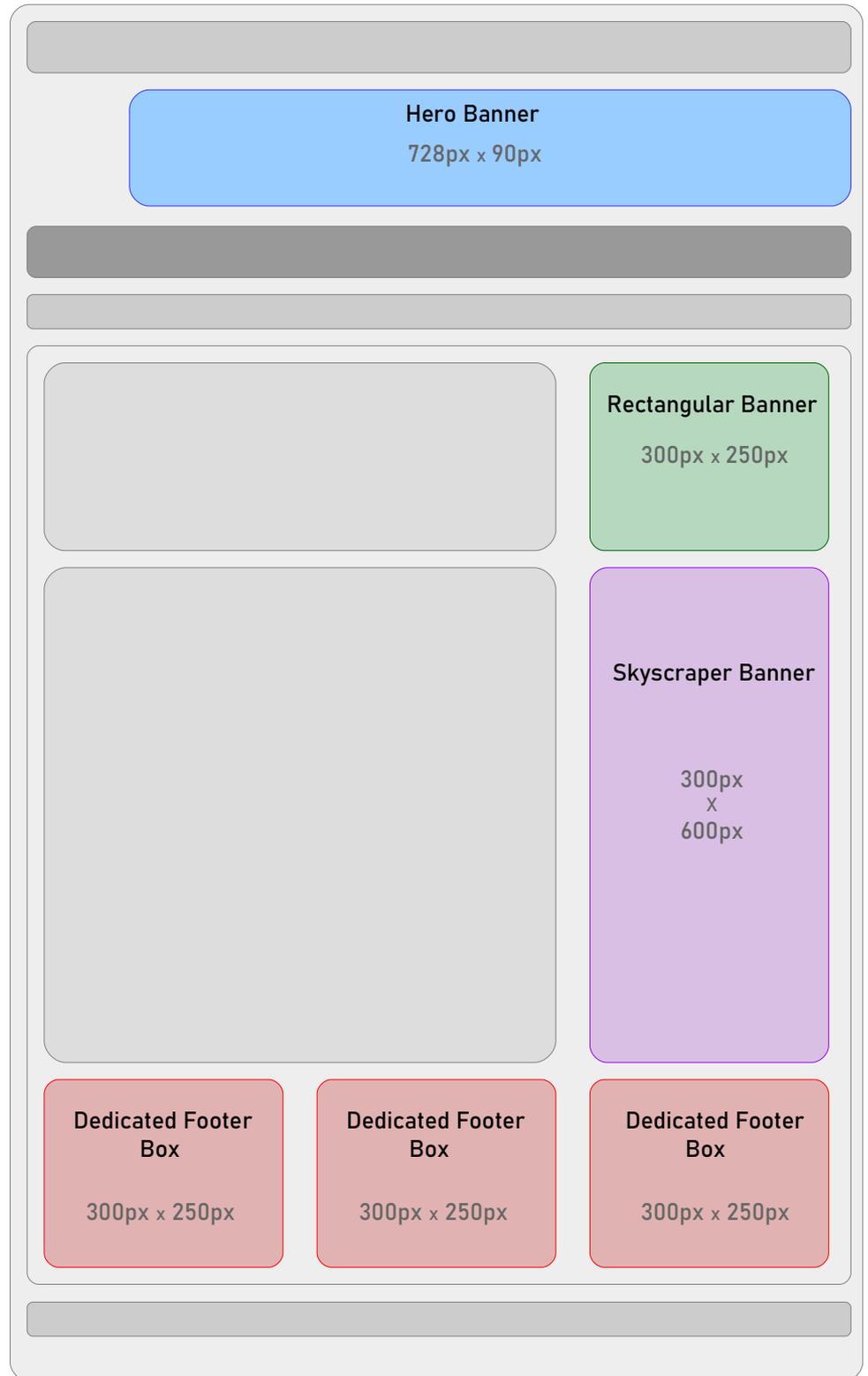
Size 120x600

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

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 on all pages of AboutBoulder.com.



UNIVERSITY OF COLORADO,
BOULDER ATHLETICS

TELLURIDE SKI
AND GOLF RESORT

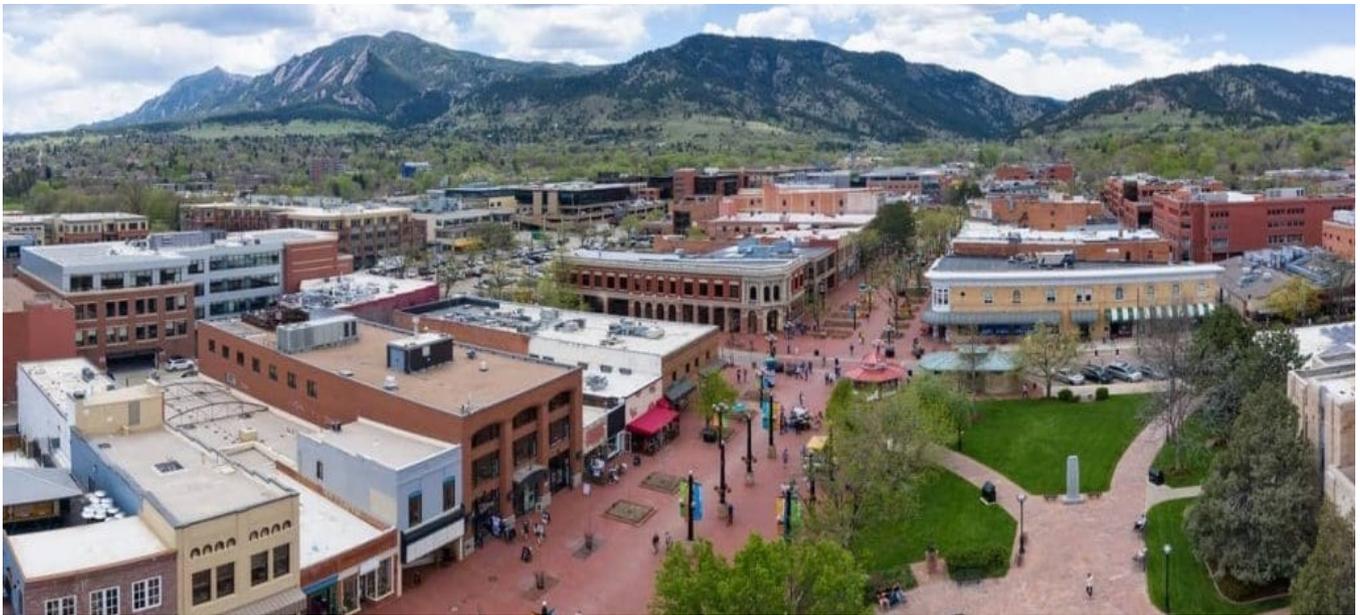


COLORADO
ATHLETIC CLUB

JNH LIFESTYLES



MACDONALD WEATHERS
TEAM AT **COLDWELL
BANKER**



What Can AboutBoulder.com Do for Your Business?

AboutBoulder.com is Colorado's leading independent local media platform, connecting your business with a highly engaged, community-driven audience.

We help you get seen, build trust, and stay top of mind through positive, local storytelling.

Why Advertise With AboutBoulder.com

- Engaged Audience - Readers spend real time on site and explore multiple stories per visit.
- Proven Reach - Over 2 million monthly page views and growing.
- Trusted Platform - Content featured by NewsBreak and Google News.
- Positive Environment - Your brand appears alongside uplifting, community-focused content.
- Local Focus - Reach residents, students, visitors, and people actively connected to Boulder and Colorado.

Built for Connection — Not Just Clicks

Advertising with AboutBoulder.com means more than visibility. It means being part of a trusted local platform where your business is seen, remembered, and valued.

Let's Work Together

Contact@AboutBoulder.com
www.AboutBoulder.com

