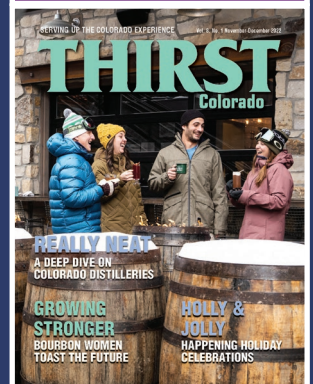


SERVING UP THE COLORADO EXPERIENCE

THIRST

Colorado



THIRST COLORADO IS...

Thirst Colorado serves up the Colorado experience by highlighting the connection between our unique lifestyles and the passion of our state's craft artisans.

Adventures

We showcase the experiences that make Colorado special. From lesser-known mountain getaways and backcountry adventures to the most compelling Colorado athletes and the coolest new gear.



Food

From the hottest small-town bistro to the fruit that pulls us to the farmers market, we keep up with the people and places that fill our plates and tantalize our palates.



Music and Arts

We profile the visual artists who add to Colorado's natural beauty, and the musicians and performing artists who bring us together. We also spotlight the best arts festivals and events all over the state.



Libations

Colorado is famous for its craft beer scene. The spirits, wine and cider industries also are growing and deserve more attention. We spotlight the best libations and the characters behind the scenes.

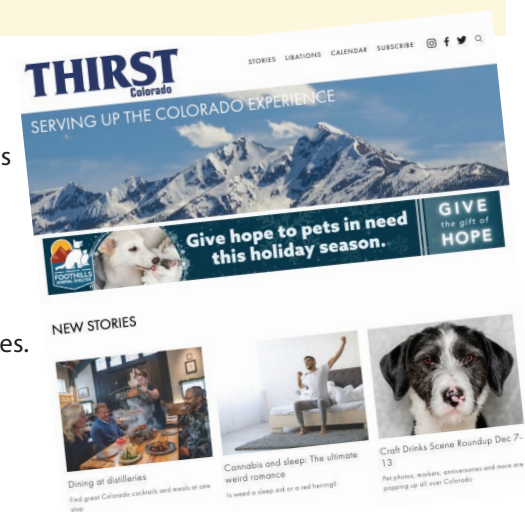
Calendar

We print Colorado's most comprehensive statewide events calendar, connecting readers to the booming event and music scene. Ask about opportunities to showcase events with display advertising.



Online exclusives

In addition to our six print magazines each year, we publish additional fresh and fun content every week at ThirstColorado.com. Look for news, updates and feature stories about Colorado experiences and craft scenes.



JAN-FEB



Extraordinary Beer
Winter in the High Country
Music Profile

MAR-APR



Healthy Living
Pets
Summer in Grand County

MAY-JUN



Colorado Springs
Summer Festivals
Extreme Races Afoot

JUL-AUG



Performing Arts
Affordable Visual Arts
Unusual Restaurants

SEP-OCT



Colorado Wine
The Four Corners Region
Fall in the High Country

NOV-DEC



Spirits and Distilleries
The Skiing Novice
Holiday Happenings



THIRST FOR *Experiences*

THIRST FOR *Adventure*

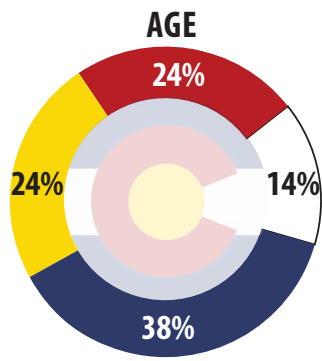
THIRST FOR *Life*

THIRST FOR *Colorado*

Our goal is to keep you out until dark

PRINT DEMOGRAPHICS

READERSHIP SNAPSHOT



21-34 = 38% 45-54 = 24%
 35-44 = 24% 55+ = 14%



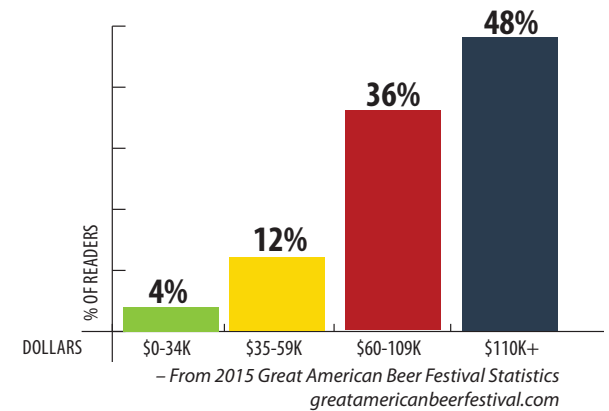
85% of readers have a bachelor's degree or higher level of education.

55% of readers are parents.

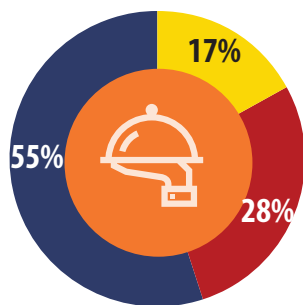
95% attend festivals and live music regularly.

- Thirst Colorado

HOUSEHOLD INCOME

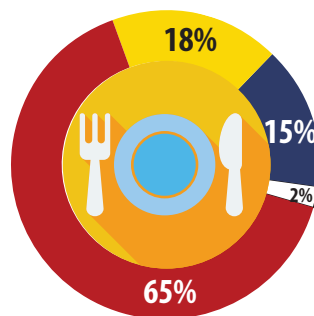


HOST DINNER/COCKTAIL PARTIES



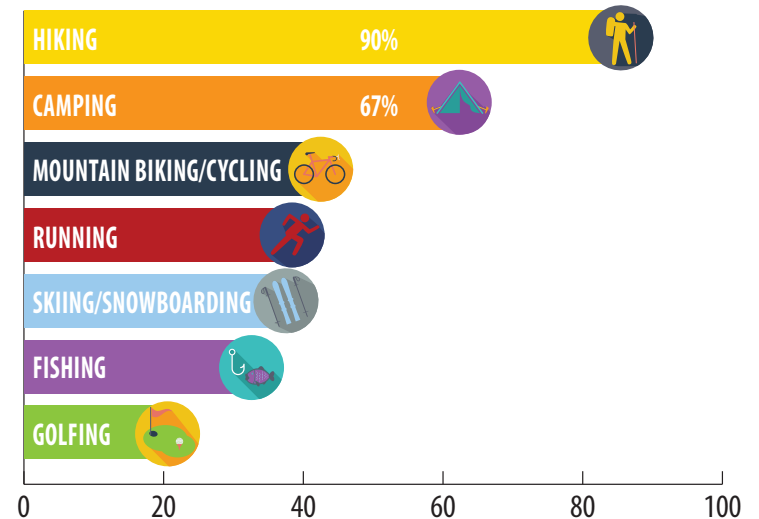
Once a week = 17%
 1-2 times a month = 28%
 Special occasions = 55%

WE DINE OUT



5+ Times a week = 65% Once a month = 15%
 1-2 Times a week = 18% Rarely = 2%

OUTDOOR ACTIVITIES ENJOYED BY OUR READERS



DISTRIBUTION

READERSHIP

75,000 readers per issue

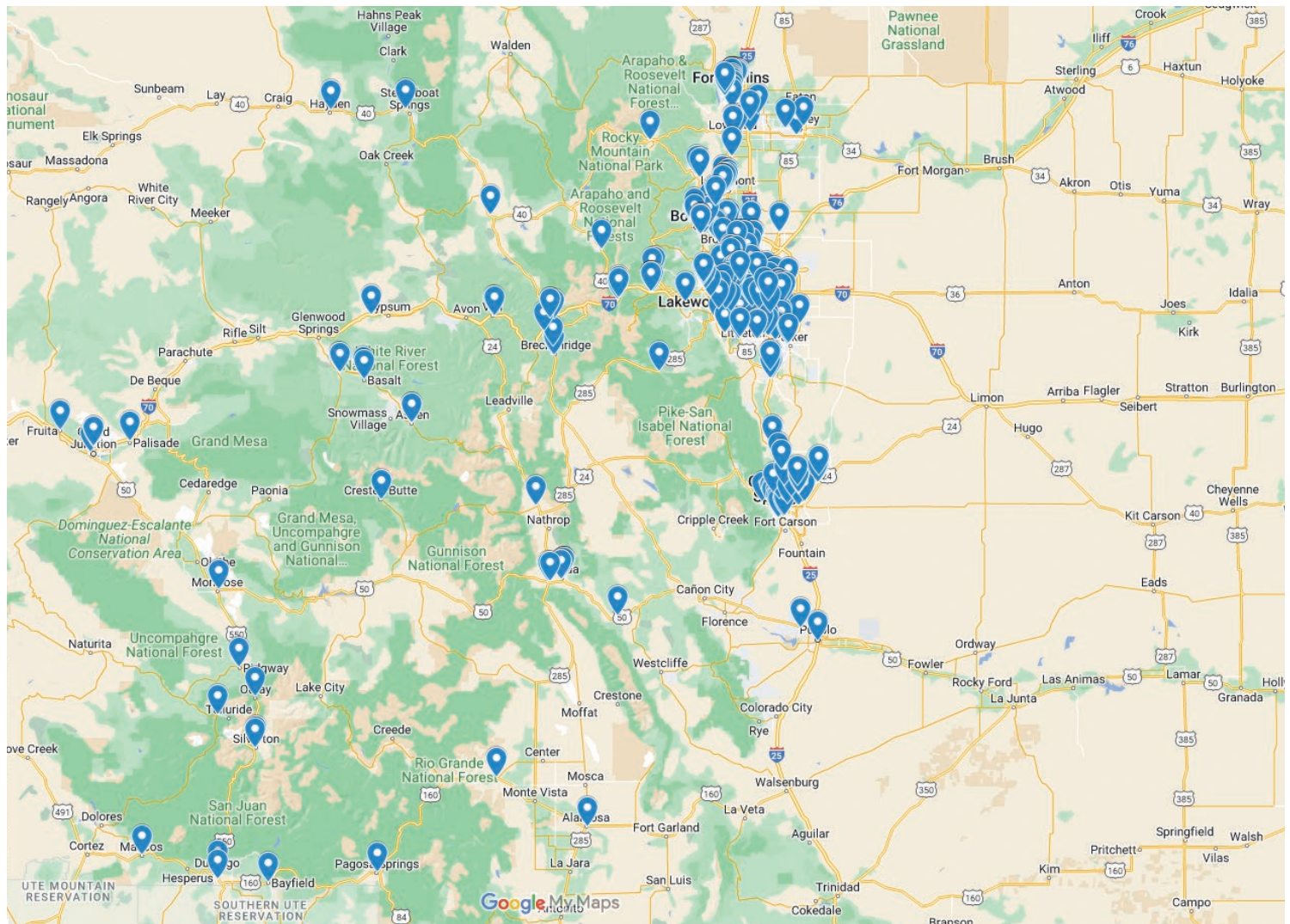
Thirst Colorado can be found across the state of Colorado with a large presence along the Front Range.

FREQUENCY

Bi-Monthly

CIRCULATION

- Rack distribution
- Delivery through select eateries, retailers, craft libations purveyors, travel centers and other businesses
- More than 650 locations, and growing
- Distribution to targeted, high-profile events and festivals throughout the year
- Subscribers



Distribution rack locations

DIGITAL ADVERTISING OPPORTUNITIES



ThirstColorado.com

We are the online source for Colorado news and events, with up-to-date information for readers on the go, at home, or on any device.

Ad Space Size & Dimensions

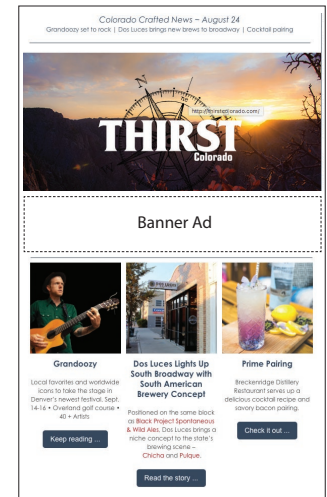
Banner.....970 pixels wide x 120 pixels high, 200ppi

Thirst Colorado Newsletter

Our weekly newsletter to subscribers and industry professionals features the most recent craft news and publication highlights. Coloradans want the latest scoop on festivals, news and press releases from their favorite resort, restaurant and venue. Get your message to these opt-in enthusiasts.

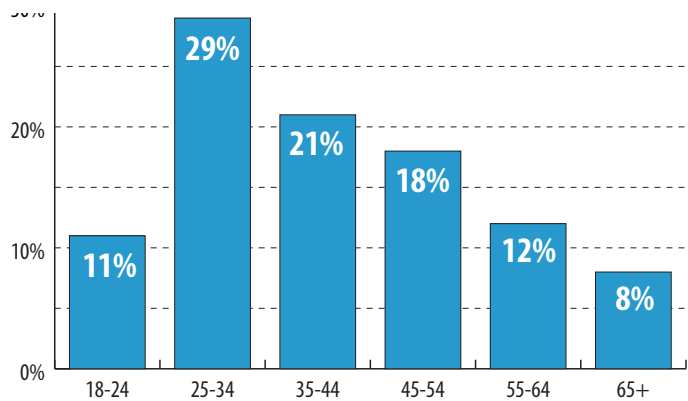
Ad Space Size & Dimensions

Banner.....560 pixels wide x 120 pixels high, 200ppi

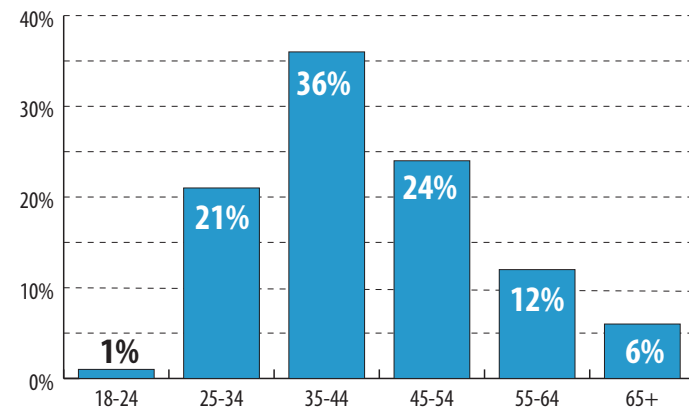


ONLINE DEMOGRAPHICS

Web



Social Media



For rates and additional information, please contact your sales representative or sales@thirstcolorado.com



“Advertising with Thirst Colorado has helped us successfully reach out to younger Coloradoans to educate them on the value of Colorado State Parks and our diverse natural resources.”

*— Debbie Lininger, Marketing Coordinator,
Colorado Parks and Wildlife*

Thirst Colorado is not only an amazing lifestyle magazine, but the staff behind it makes it even better. Working with Thirst has been one of the most welcoming experiences I have had since moving to Colorado. The compassion, heart and dedication I have seen is inspiring. The Alzheimer’s Association cannot thank them enough for the generosity they have shown!

*— Rebecca Engle,
Development Coordinator, Alzheimer’s Association, Colorado Chapter*

We have loved partnering with Thirst Colorado to get the word out about our Colorado-made custom snowboards! They’ve been instrumental in promoting our product to outdoor-enthusiasts and craft-goods aficionados alike.

*— Daniel Ekker,
Affinity Snowboard Company*



Exposing the Edgewater Music Festival to Thirst Colorado readers helped us find the perfect audience for our festival. They appreciate great music, great beer and giving back to their community. And the people at Thirst are great to work with.

*— Ranger Miller, President
Blues and BBQ for Better Housing Foundation*

ADVERTISING OPPORTUNITIES

Thirst provides a comprehensive marketing mix to an engaged and targeted audience.

THIRST COLORADO MAGAZINE

We offer an effective and targeted product that is delivered to craft and outdoor enthusiasts across Colorado. Read by highly motivated and interested consumers, Thirst delivers your audience in an engaging fashion.

2024 ADVERTISING DEADLINES

January-February

Ad copy deadline: Dec. 1

March-April

Ad copy deadline: Jan. 26

May-June

Ad copy deadline: Mar. 29

July-August

Ad copy deadline: May 24

September-October

Ad copy deadline: July 26

November-December

Ad copy deadline: Sept. 27

2025 ADVERTISING DEADLINES

January-February

Ad copy deadline: Nov. 22

March-April

Ad copy deadline: Jan. 24

May-June

Ad copy deadline: Mar. 28

July-August

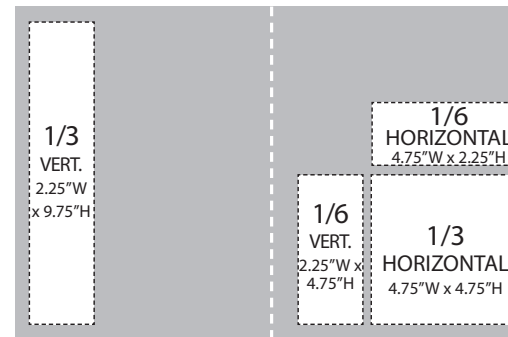
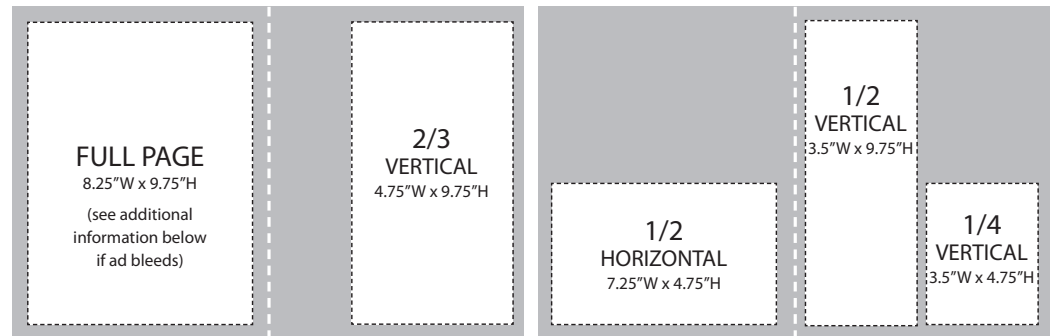
Ad copy deadline: May 30

September-October

Ad copy deadline: Aug. 1

November-December

Ad copy deadline: Sept. 26



AD SPACE SIZES & DIMENSIONS

All dimensions are listed in INCHES, width X height.

Full Page Trim.....	8.25 x 10.75
Full Page Live	7.25 x 9.75
Full Page Bleed	8.5 x 11
2/3 Vertical	4.75 x 9.75
1/2 Vertical	3.50 x 9.75
1/2 Horizontal	7.25 x 4.75
1/3 Vertical	2.25 x 9.75
1/3 Horizontal	4.75 x 4.75
1/4 Horizontal	3.50 x 4.75
1/6 Vertical	2.25 x 4.75
1/6 Horizontal	4.75 x 2.25

Full-Page Ads

- Bleeds: Add 1/8" all sides beyond trim size
- Keep text & graphics a minimum of .375" away from trim edge

Submissions of Digital Advertisements

- Please ensure that all photos and artwork used in finished ads are at 300dpi, CMYK process
- Embed all fonts and images in PDF submission
- Please do not include crop or bleed marks in the file

For rates and additional information, please contact your sales representative or sales@thirstcolorado.com