



theaspentimes

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THE ASPEN TIMES

ASPEN TIMES WEEKLY

The Aspen Times celebrated its 130th anniversary in 2011.

Published free seven days a week and available at hundreds of locations including retail stores and hotels, The Aspen Times is distributed in Aspen, Snowmass Village, Basalt, El Jebel and Carbondale.

The Aspen Times Weekly is distributed free every Sunday and distributed throughout the same area.

The Aspen Times is a Colorado Press Association award-winning newspaper having received numerous awards for writing, photography and advertising over the years.

There is only one Aspen, Colorado and only one Aspen Times and Aspen Times Weekly.

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READERSHIP

- 88% of those questioned said they had read or looked at a copy of The Aspen Times in the past seven days
- 93% of those questioned ages 35-54 said they had read or looked at a copy of The Aspen

Times in the past seven days

- 89% of those questioned who earn more than \$75,000 / year said they had read or looked at a copy of The Aspen Times in the past seven days
- 89% of those questioned who

have lived in the area for more than 15 years said they had read or looked at a copy of The Aspen Times in the past seven days

Source: Wilkerson & Associates

THE ASPEN AREA MARKET

- Special events: Food & Wine Classic, Jazz Aspen Snowmass, Aspen Arts Festival, ESPN Winter X Games, John Denver Week, Winterskol, Old Fashioned Fourth of July Celebration and more. Aspen events attract an international audience.
- Ski Areas: Aspen Mountain, Aspen Highlands, Snowmass

and Buttermilk

- Airport: Aspen / Pitkin County Airport
- First quarter 2010 Retail Sales Tax Collections = \$3.32 million
- 2,305 business establishments
- Median Home Sales Price = \$1,130,000 (June-Aug. 2010, trulia.com)

- Median Home Sales Price = \$766,300 (July 2010, zillow.com)
- Median Household Income = \$75,389.
- Total Average Household Expenditures = \$77,616.
- 35% of Summer Visitors have a Household Income of more than \$200K

SPECIAL PUBLICATIONS

- Good Taste, Food & Wine, Jazz Aspen, Summer Guide, Winter Guide, High Country Golf Magazine, High Country House & Home and High Country Wedding Magazine

ASPEN TIMES, ASPEN TIMES WEEKLY AND ASPENTIMES.COM CONTENT

- Local, regional, national and international news
- Entertainment
- Real Estate
- Business
- Opinion and Letters to the Editor
- Comics, TV Listings
- Classified Advertising including FREE Classifieds
- Online blogs, E-Edition, Contests, Archives