



glenwoodsprings postindependent

2014 Grand Ave., Glenwood Springs, CO 81601 | 970.945.8515 /phone | 970.945.8518 /fax
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POST INDEPENDENT

The Glenwood Springs Post Independent is distributed free seven days a week throughout Garfield County and the Roaring Fork Valley, including in Glenwood Springs, Carbondale, New Castle, Rifle and Silt.

The Post Independent is available at hundreds of convenient locations including retail centers, grocery stores, hotels and motels, post offices, chamber locations, business and medical offices and more.

The Post Independent is popular with both local residents and guests.

READERSHIP

- 76% of those questioned said they had read or looked at a copy of the Post Independent in the past seven days
- 86% of those questioned who had lived in the area for 15 years or longer had read or looked at a copy of the Post Independent in the past seven days
- 84% of those questioned age 35-54 has read or looked at a copy of the Post Independent in the past seven days
- 87% of those questioned who earned more than \$75,000 / year said they had read or looked at a copy of the Post Independent in the past seven days

Source: Wilkerson & Associates

THE GLENWOOD SPRINGS AREA MARKET

- Special events: Strawberry Days, Culinary Arts, Wine & Brewfest, Downtown Market, Oktoberfest, Historic Ghost Walk, Turkey Day Trot, more
- Ski Area: Ski Sunlight
- First quarter 2010 Retail Sales Tax Collections = \$4.5 million
- 3,805 business establishments
- Median Home Sales Price = \$435,000 (July 2010, zillow.com)
- Median Household Income = \$58,318.
- Total Average Household Expenditures = \$56,100.

SPECIAL PUBLICATIONS

- Strawberry Days, Locals' Choice, EAT, FYI – A Guide to Garfield County, Summer Guide, Winter Guide, High Country House & Home, High Country Golf, High Country Wedding

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200 Lindbergh Dr.
Gypsum, CO
970.328.6333