



summitdailynews

40 West Main St., Frisco, CO | 970.945.8515 /phone | 970.945.8518 /fax
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SUMMIT DAILY NEWS Summit County JOURNAL

The Summit Daily News is published free seven days a week and is available at hundreds of convenient locations in Summit County including restaurants, retail stores, hotels and motels, business and medical offices, chamber locations and more.

The Summit Daily News is tremendously popular with both local residents and visitors to the area.

Readers enjoy the local news coverage as well as regional, national and international news, the lively "Summit Up" column, sports, crossword puzzle, Sudoku, comics, weather, opinion, award-winning photography and writing, Classified advertising and much more.

The Summit Daily also publishes the Summit County Journal every Friday.

200 Lindbergh Dr.
Gypsum, CO
970.328.6333

READERSHIP

- 90% of those questioned said they had read or looked at a copy of the Summit Daily News in the past seven days
- 95% of those questioned who have lived in the area for 15 or more years said they had read or looked at a copy of the Summit Daily News in the past seven days
- 94% of those questioned ages 35-54 said they had read or looked at a copy of the Summit Daily News in the past seven days
- 93% of those questioned with children in the household said they had read or looked at a copy of the Summit Daily News in the past seven days
- 87% of those questioned who earn more than \$75K annually said they had read or looked at a copy of the Summit Daily News in the past seven days

Source: Wilkerson & Associates

SUMMIT DAILY AREA MARKET

- Special events: Ullr Fest, Bluegrass & Beer Fest, World Music Festival, Oktoberfest, Blues Festival, International Snow Sculpture Championships and many more winter and summer events.
- Closest Airport: Denver International Airport
- Ski Areas: Breckenridge, Keystone, Copper Mountain
- First quarter 2010 Retail Sales Tax Collections = \$4.28 million
- 1,723 business establishments
- Median Home List Price = \$627,000 (July 2010, zillow.com)
- Median Household Income = \$72,443.
- Total Average Household Expenditures = \$67,885.

SPECIAL PUBLICATIONS

- Winter Activities & Holiday Guide, Spring Activities Guide and Summer Activities Guide, High Country Golf Magazine, High Country House & Home, High Country Wedding Magazine, Pet Calendar, SHP Luxury Homes (2x/year), Local's Guide (formerly Moving Guide), Bike Guide, Guide to Green Living, Hunting & Fishing, Best of Summit

SUMMIT DAILY AND SUMMITDAILY.COM CONTENT

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