



Vail Daily

The Vail Daily is Eagle County's only free newspaper published seven days a week and distributed throughout the entire Vail Valley.

The Vail Daily is available at hundreds of convenient locations in Vail, East Vail, West Vail, Minturn, Eagle-Vail, Avon, Beaver Creek, Edwards, Eagle and Gypsum.

The paper is popular with local residents and visitors and can be found in restaurants, hotels, grocery stores, retail centers, chamber locations, business and medical offices and more.

There is only one Vail, Colorado and there is only one Vail Daily and vaildaily.com.

200 Lindbergh Dr.
Gypsum, CO
970.328.6333

READERSHIP

- 88% of those questioned said they had read or looked at a copy of the Vail Daily in the past seven days
- 92% of those questioned with children in the household said they had read or looked at a copy of the Vail Daily in the past seven days
- 93% of those questioned
- 86% of those questioned earning \$35K - \$74,999 annually said they had read or looked at a copy of the Vail Daily in the past seven days
- 96% of those questioned earning \$75K or more annually said they had read or looked at a copy of the Vail Daily in the past seven days
- 91% of those questioned who had lived in the area five years or less said they had read or looked at a copy of the Vail Daily in the past seven days
- 91% of those questioned who had lived in the area 6-14 years said they had read or looked at a copy of the Vail Daily in the past seven days

Source: Wilkerson & Associates

VAIL DAILY AREA MARKET

- Special events: Taste of Vail, International Dance Festival, Vail Lacrosse Shootout, Vail Fourth of July Parade, Vail Film Festival, Oktoberfest, Bravo! Colorado concert series, and more year-round events from Vail to Eagle
- Airport: Eagle County Regional Airport
- Ski Area: Vail and Beaver Creek
- First quarter 2010 Retail Sales Tax Collections = \$6.15 million
- 3,174 business establishments
- Median Home Sales Price = \$609,100. (July 2010, zillow.com)
- Median Household Income = \$71,602.
- Total Average Household Expenditures = \$70,495.

SPECIAL PUBLICATIONS

- Best of the Vail Valley, American Ski Classic, Taste of Vail, Vail Jazz Festival, Summer & Winter guides, Click, High Country Golf, High Country House & Home, High Country Wedding

VAIL DAILY AND VAILDAILY.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