

# Aspen Daily News

*Supporting Local Journalism, Strengthening Local Businesses*

Aspen Daily News



local

Authentic  
ASPEN



# WHO WE ARE

Aspen Daily News is a local mass media company serving Aspen and the Roaring Fork Valley, reaching our mountain communities and global visitors through print and digital publications, broadcast television, and social platforms.

Our flagship product, the *Aspen Daily News* newspaper, was the first daily newspaper in the Valley and has been locally owned and operated since 1978. Our television channel, Aspen 82, is the official broadcast partner of Aspen Snowmass, and an Outside TV affiliate. Since 2019 we have published *local Magazine* and *Authentic Aspen*, bi-annual magazines featuring stories about people, places, and events that are unmistakably Aspen.



# OUR LOCAL FOCUS

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CONNECTING DEEPLY WITH OUR COMMUNITY  
AND THOSE THAT CHERISH IT.

“Through our 20-year history of operation here in Aspen, we have appreciated effective engagement with a wide array of Silverleaf Media products. As a fellow locally owned business we truly appreciate their hyper-local focus and commitment to our special community, and we look forward to many more years of partnership.”

— *Kenny and Robin Smith, Meridian Jewelers*



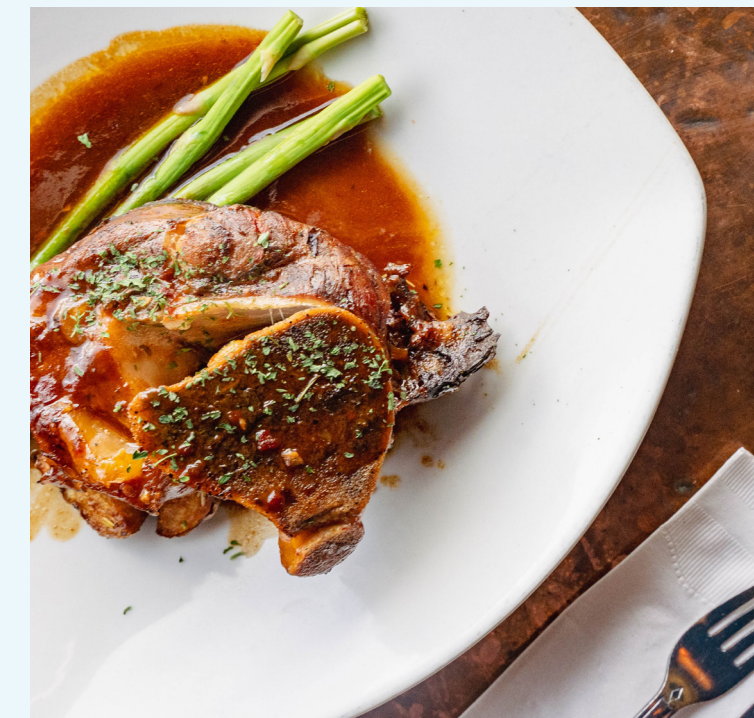


NEWS | LIFESTYLE | EVENTS | OUTDOORS | ART & CULTURE | LUXURY | FOOD & DRINK | REAL ESTATE

# WE COVER OUR PASSIONS

FROM NEWS TO NATURE AND ALL THINGS  
IN BETWEEN, WE COVER IT DAILY.

For nearly fifty years our staff has been dedicated to reporting the news and telling the stories that make Aspen unique. Immersing ourselves in Council chambers and City Hall and sharing all the arts, culture, and outdoors activities that unite us. We have our finger firmly on the pulse of the community and strive to preserve the past, document the present and shape the future of our mountain town.







THE AUDIENCE

# ACTIVE & INFLUENTIAL

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Aspen boasts more ultra-high net worth homeowners than any other city in the world and attracts elite clientele from around the globe. It is also home to thousands of hardworking citizens dedicated to making Aspen their permanent home. These diverse groups share a common love for the lifestyle afforded by our mountain town. Nowhere else on the planet are bartenders and billionaires more closely aligned in their desires and daily pursuits.

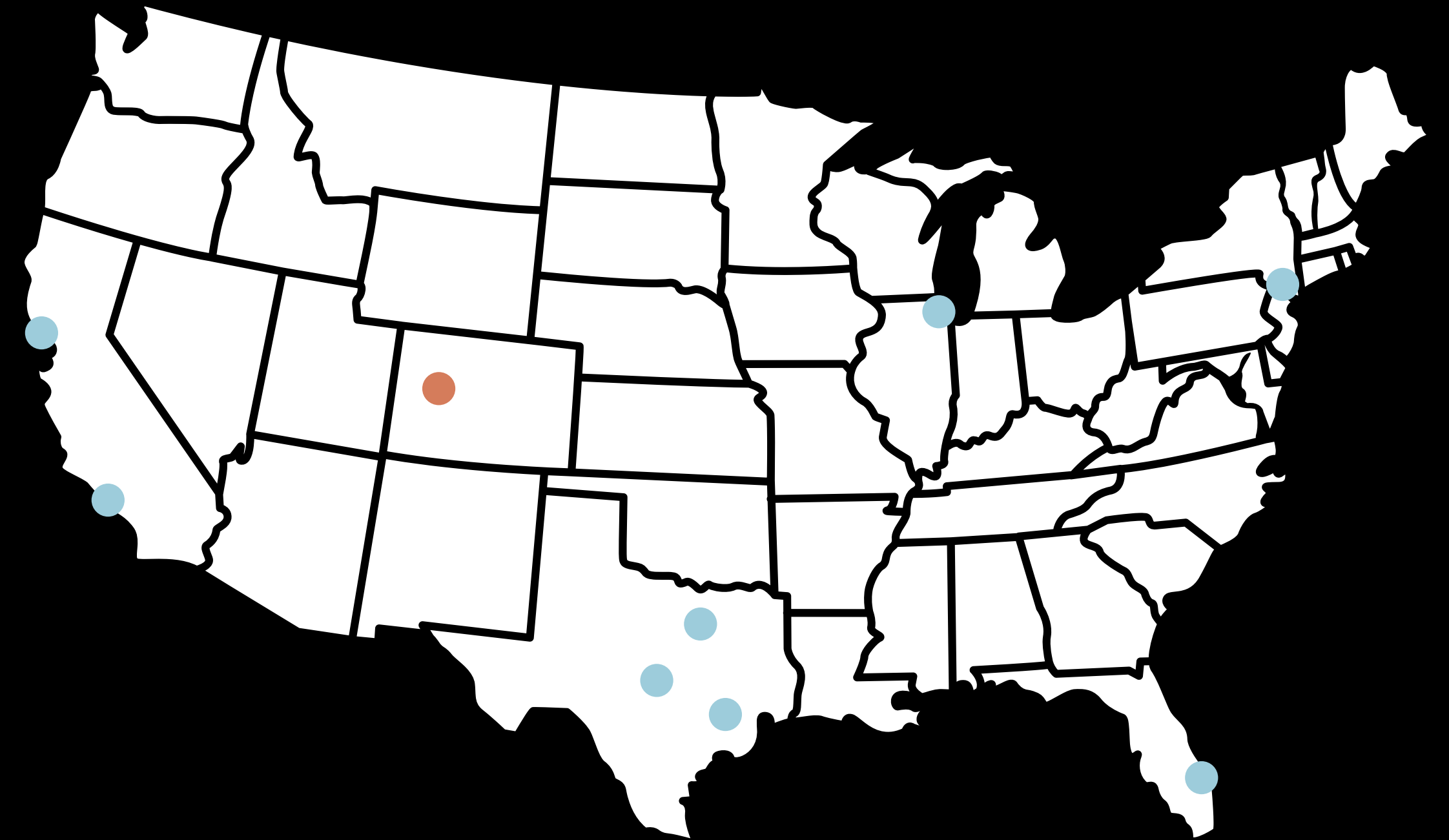


ASPEN | NEW YORK | LOS ANGELES | SAN FRANCISCO | CHICAGO | DALLAS | HOUSTON | AUSTIN | MIAMI

# CONNECTING WITH LOCALS AND ASPIRING LOCALS THE WORLD OVER

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Globally recognized as a leader for outdoor recreation and luxury lifestyle, Aspen represents an aspirational mountain existence for readers. People that live here, love it here, and people that don't live here want to be here.









# ASPEN DAILY NEWS

PRINT & DIGITAL

Aspen’s first daily newspaper, the Aspen Daily News has been published continually since 1975. Covering local government, sports, and culture, ADN is the paper of record for the City of Aspen, the Town of Basalt, and Pitkin County.

## TRAFFIC

12,000

DAILY CIRCULATION

1.3 MILLION

ANNUAL USERS

9 MILLION

ANNUAL PAGEVIEWS

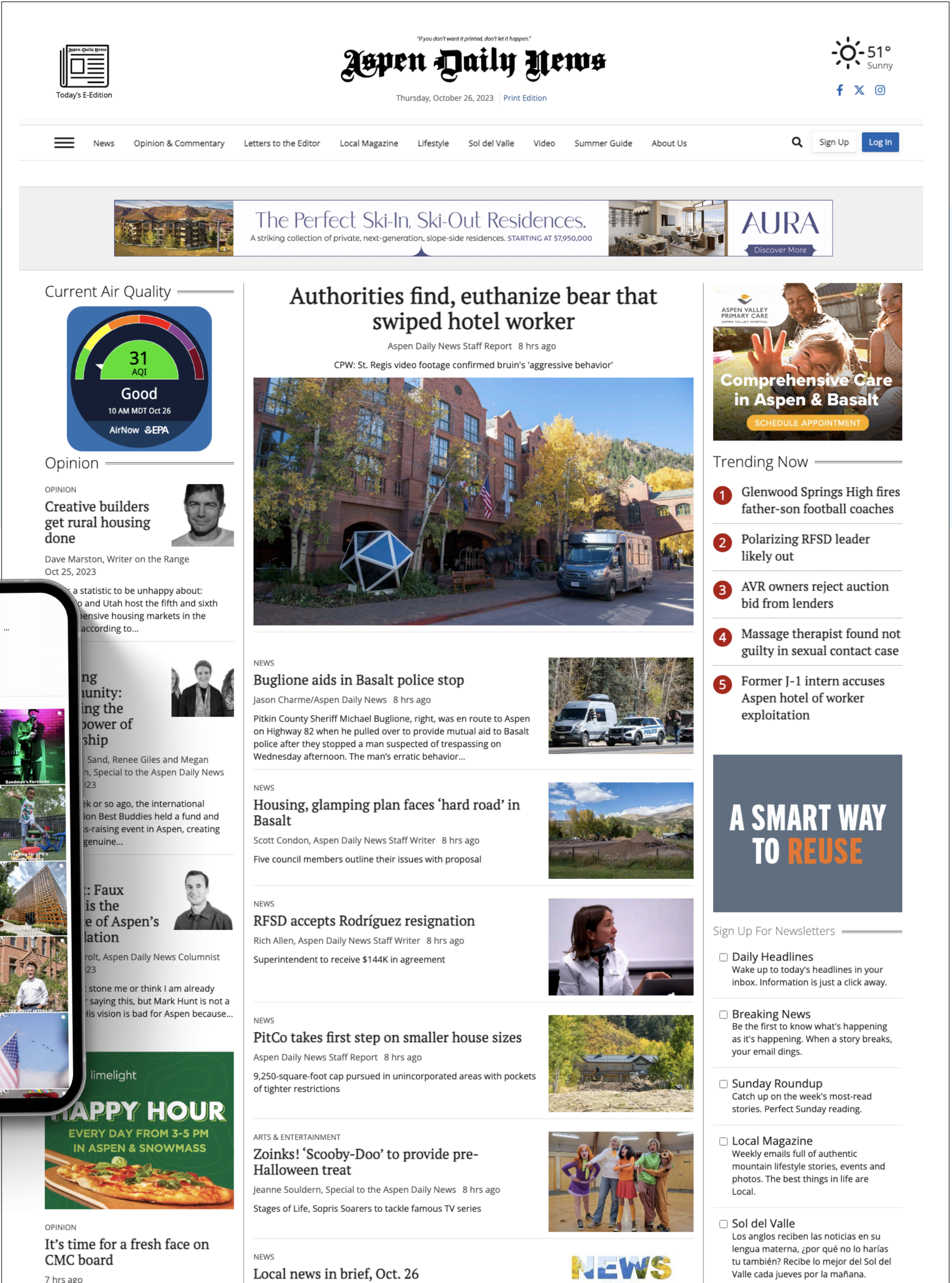
18,400

FOLLOWERS

@aspendedailynews

www.aspendailynews.com

8 | ASPEN DAILY NEWS 2025 MEDIA DECK





# LOCAL MAGAZINE

PRINT + WEBSITE & SOCIAL + NEWSLETTER

Local Magazine is the first and only glossy, lifestyle publication in the Roaring Fork Valley to offer an intentional mass-distribution alongside a targeted allocation that focuses on the affluent visitor and high-net-worth demographic.

Because the best things in life are Local.

# TRAFFIC

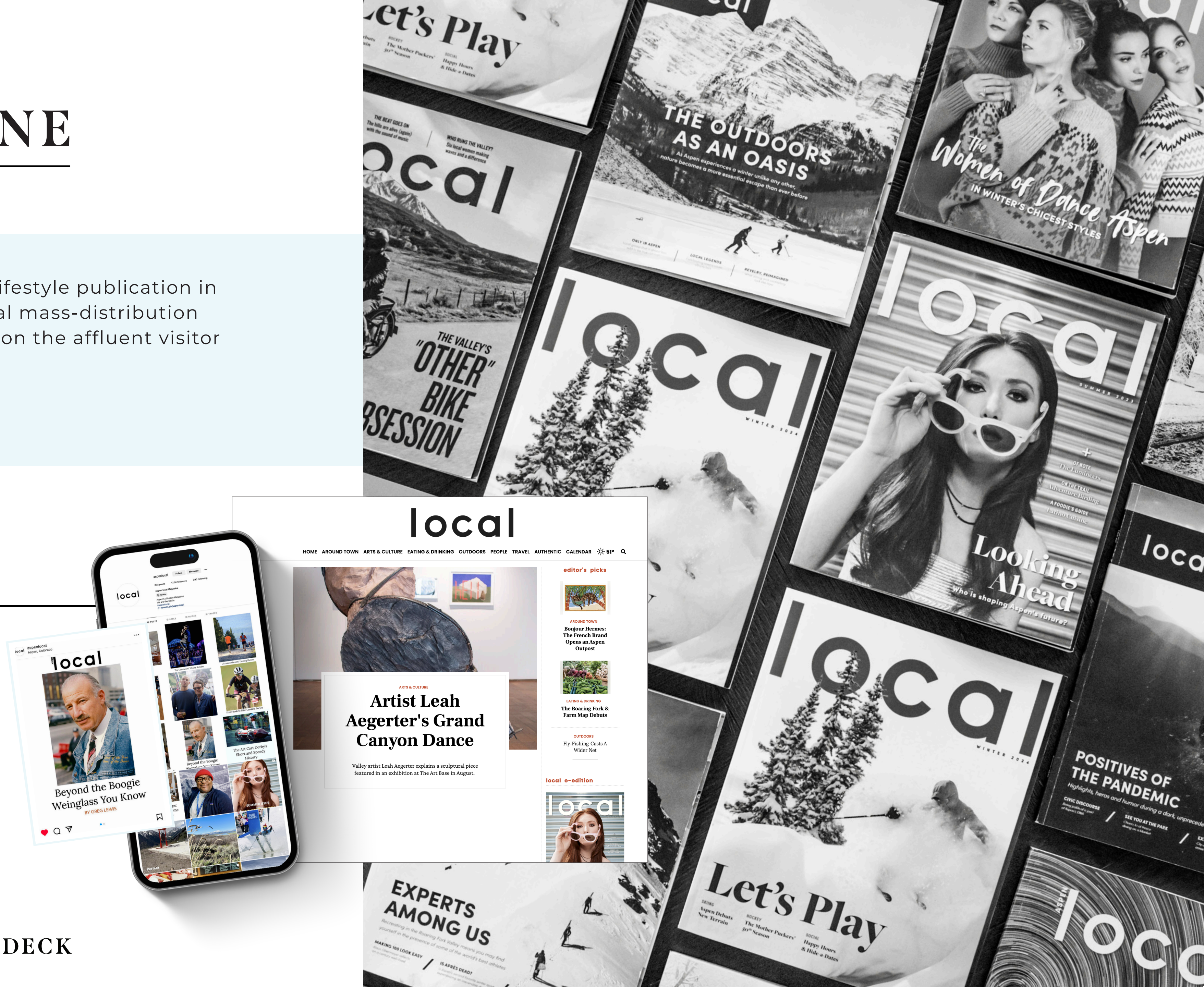
10,500

PRINT DISTRIBUTION

17,700

FOLLOWERS

@aspenlocal  
www.theaspenlocal.com







# LOCAL TV

## Timely & Essential

Airing daily throughout the winter from the top of Aspen Mountain, Local TV provides real-time weather and snow updates and welcomes guests from around the resort and town. Local TV is the official broadcast partner of Aspen Snowmass and airs on channel 82 on Comcast Xfinity, [aspendailynews.com](http://aspendailynews.com), and Facebook. As a first channel partner with numerous local hotels and lodges, we also reach most visitors before they are out the door.





# SPECIAL PUBLICATIONS

PRINT + WEBSITE & SOCIAL + NEWSLETTER

As the publishing partner for Aspen’s premier events, Silverleaf is everywhere brands and businesses want to be. From ski races to festivals we connect events and fans with premium publications.

## SELECT PARTNERS

- STIFEL WORLD CUP
- ASPEN FILM
- JAZZ ASPEN SNOWMASS
- 5 POINT FILM FESTIVAL





# ASPEN DAILY NEWS BUSINESS MEMBERSHIP

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Aspen Daily News business memberships are a great way to support your local source of trusted, independent journalism while enjoying exclusive perks — perfect for businesses that want to show their support, even if traditional advertising isn't part of their model (and is a great add-on for our advertisers!). Align your brand with our engaged, local audience.

## **Annual Fee: \$750**

Your business membership helps bolster Aspen Daily News' general operating budget, providing essential support for our mission. This membership complements your advertising efforts, making it an easy add-on for current advertisers and newcomers alike.

Even if your business doesn't require traditional mass-media advertising, this is a meaningful opportunity to demonstrate your support for the community's local, independent newspaper.

Plus, you'll enjoy perks like an ad-free experience for your personal news consumption.



## WHAT YOU'LL RECEIVE

### **Website and Print Acknowledgment**

- Your business will be listed on our website as a proud supporter.
- Thank-you recognition in special house ads in the newspaper throughout the year.

### **Ad-Free Digital Access**

- Two bespoke login credentials for an ad-free experience on ADNMember.com.

### **Concierge-Level Distribution**

- Priority distribution
- Flexible print distribution to accommodate your business needs during high and low seasons.



# ASPEN DAILY NEWS JOURNALISM FUND



In a rapidly changing media landscape, the Aspen Daily News has joined the growing number of independent newsrooms across the country that are turning directly to the community for support. And our community heeded our call. Launched in August 2024, the Aspen Daily News Journalism Fund now boasts more than 300 donors and 100-plus members who give monthly. That community support creates lasting impact through:

## **Watchdog Journalism That Matters**

Our investigative reporters dive deep into the stories that shape Aspen's future, from affordable housing to environmental conservation. When you support our newsroom, you ensure that our community has the information it needs to make informed decisions about its future.

## **A More Connected Community**

By breaking down language barriers through professional Spanish translation and amplifying diverse voices through dedicated social justice coverage, your support helps build a more inclusive and informed Aspen. Our paid internship program develops the next generation of journalists who understand our unique community's needs.

## **Innovation for Access**

Your investment helps pioneer digital solutions that make our journalism accessible to everyone, regardless of ability. As we upgrade our technology, we're not just improving our website — we're ensuring that every member of our community can participate in our shared civic dialogue.

## **Forums for Change**

Through compelling speaker series and community events, your support transforms our reporting into active dialogue. These gatherings bring together diverse voices and perspectives, creating spaces where solutions to our community's most pressing challenges can emerge.

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**When you advertise with the Aspen Daily News, you're aligning your business with our mission-driven work — and our readers take notice.**



# GET IN TOUCH

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