

# Aspen Daily News

*Supporting Local Journalism, Strengthening Local Businesses*

Aspen Daily News

local

Authentic  
ASPEN

Aspen Daily News  
JOURNALISM FUND

# WHO WE ARE

The Hoffmann Aspen Media Group is the Roaring Fork Valley's leading local media company, connecting Aspen and its surrounding mountain communities to the people, stories, and information that shape life here.

We reach both full-time residents and global visitors through a robust portfolio of print and digital journalism, premium magazines, newsletters, and social platforms — delivering trusted, high-impact storytelling wherever our audience is paying attention.

Our flagship publication, the *Aspen Daily News* newspaper, has served the valley since 1978 as the region's first seven-day-a-week daily. Widely regarded as the community's paper of record, *ADN* is known for rigorous reporting, deep local knowledge, and a newsroom that holds institutions accountable while reflecting the full complexity of the valley.

Beyond the daily paper, the Hoffmann Aspen Media Group produces:

- *Local Magazine*, a lifestyle publication spotlighting the culture, people, and businesses that define life in the Roaring Fork Valley
- *Authentic Aspen*, a biannual magazine celebrating Aspen's creative spirit, outdoor culture, and sense of place through guiding storytelling and photography

What distinguishes the *Aspen Daily News* is not just reach, but engagement. Through our Journalism Fund, community events, editorial partnerships, and public forums, we operate as more than a media outlet — we are an active civic presence and a trusted connector between businesses, institutions, and the community they serve.

For advertisers, that means partnership with a media organization that understands this market deeply, values credibility, and knows how to steward your brand's relationship with the community it serves.

PHOTO COURTESY ASPEN CHAMBER RESORT ASSOCIATION

# OUR LOCAL FOCUS

---

***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 *Aspen Daily News* and *Local Magazine*. As a 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***



# WHAT WE COVER

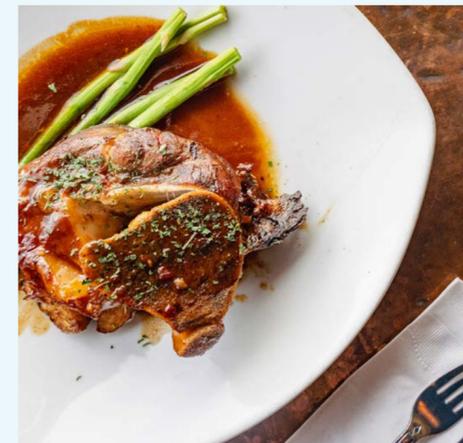
---

***FROM CITY HALL TO THE HIGH COUNTRY,  
AND EVERYTHING THAT CONNECTS THEM.***

For nearly 50 years, the *Aspen Daily News* has delivered comprehensive, daily coverage of the issues, people, and forces shaping Aspen and the Roaring Fork Valley.

Our newsroom is deeply embedded in the civic life of this community — covering City Council, local government, courts, education, housing, and public policy — while also reporting on the arts, culture, environment, and outdoor life.

We go beyond observing the valley; we participate in it. By preserving the past, documenting the present, and interrogating what comes next, we provide the context readers rely on to understand their community — and the environment advertisers rely on to reach an informed, engaged audience.



# THE AUDIENCE

---

## ACTIVE & INFLUENTIAL

The *Aspen Daily News* reaches one of the most engaged, influential audiences in Colorado's Western Slope — a community that spans longtime local residents, business leaders, and global stakeholders who remain deeply connected to this place.

Our readers don't just read the news. **THEY RESPOND TO IT.** According to our 2025 reader survey:

- **69%** say that if the *Aspen Daily News* ceased to exist, they would lose a source of news they can't find anywhere else
- **83%** have shared an *ADN* article with friends or family
- **Nearly 50%** have supported a local cause or business after engaging with our reporting
- **48%** have attended a community meeting or event
- **35%** say *ADN* coverage has influenced how they voted or changed their perspective on a local issue

# THIS IS A READERSHIP THAT PAYS ATTENTION — AND PARTICIPATES.

## JUST AS IMPORTANT, OUR READERS ARE DECISION-MAKERS.

- **79%** are age 55+, a demographic that drives household, civic, and financial decisions
- **83%** hold a bachelor's degree or higher, including **40%+** with advanced or professional degrees
- At least **53.5%** report household incomes above **\$150,000**, with more than **25%** earning **\$200,000+** annually

Our audience is also deeply rooted in the Roaring Fork Valley. More than **51%** of respondents have lived here for over **20 years**, while an additional **16%** are part-time residents or frequent visitors who remain closely tied to the community and its institutions. Readers identify most strongly with Aspen (**54%**), followed by Carbondale (**14%**), Basalt (**13%**), Snowmass Village (**10%**), Glenwood Springs (**5%**), and other surrounding communities — reflecting both local depth and regional reach.

---

Aspen is a rare place where economic diversity and shared values coexist, where bartenders and billionaires often care about the same things: community health, access to the outdoors, cultural vitality, and a strong local economy. The *Aspen Daily News* is where those conversations happen.

For advertisers, that means access to an audience that is informed, affluent, influential — and deeply invested in the place it calls home.



# ASPEN DAILY NEWS

PRINT & DIGITAL

Aspen's first daily newspaper, the *Aspen Daily News* has been published continually since 1978. Covering local government, sports, and culture, *ADN* is the paper of record for the City of Aspen, the Town of Basalt, and Pitkin and Eagle Counties.

## TRAFFIC

9,000

DAILY CIRCULATION

970,000

ANNUAL USERS

5 MILLION

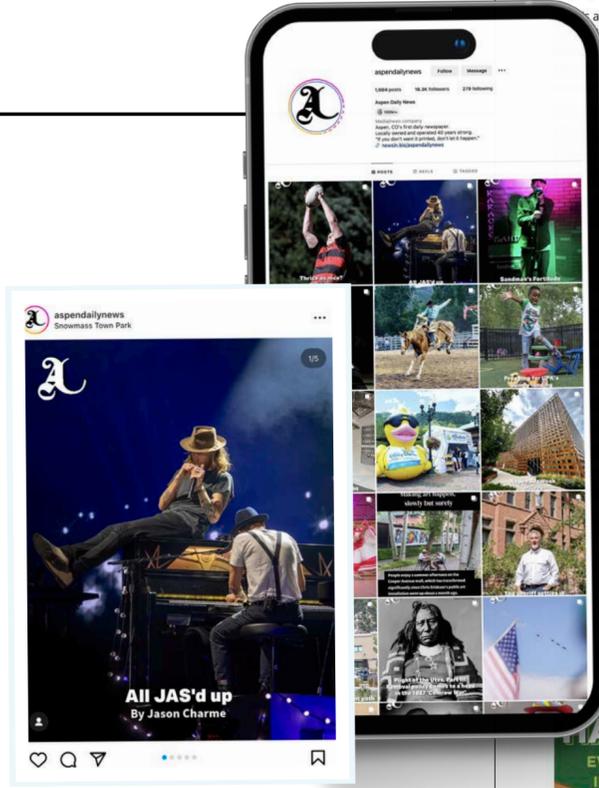
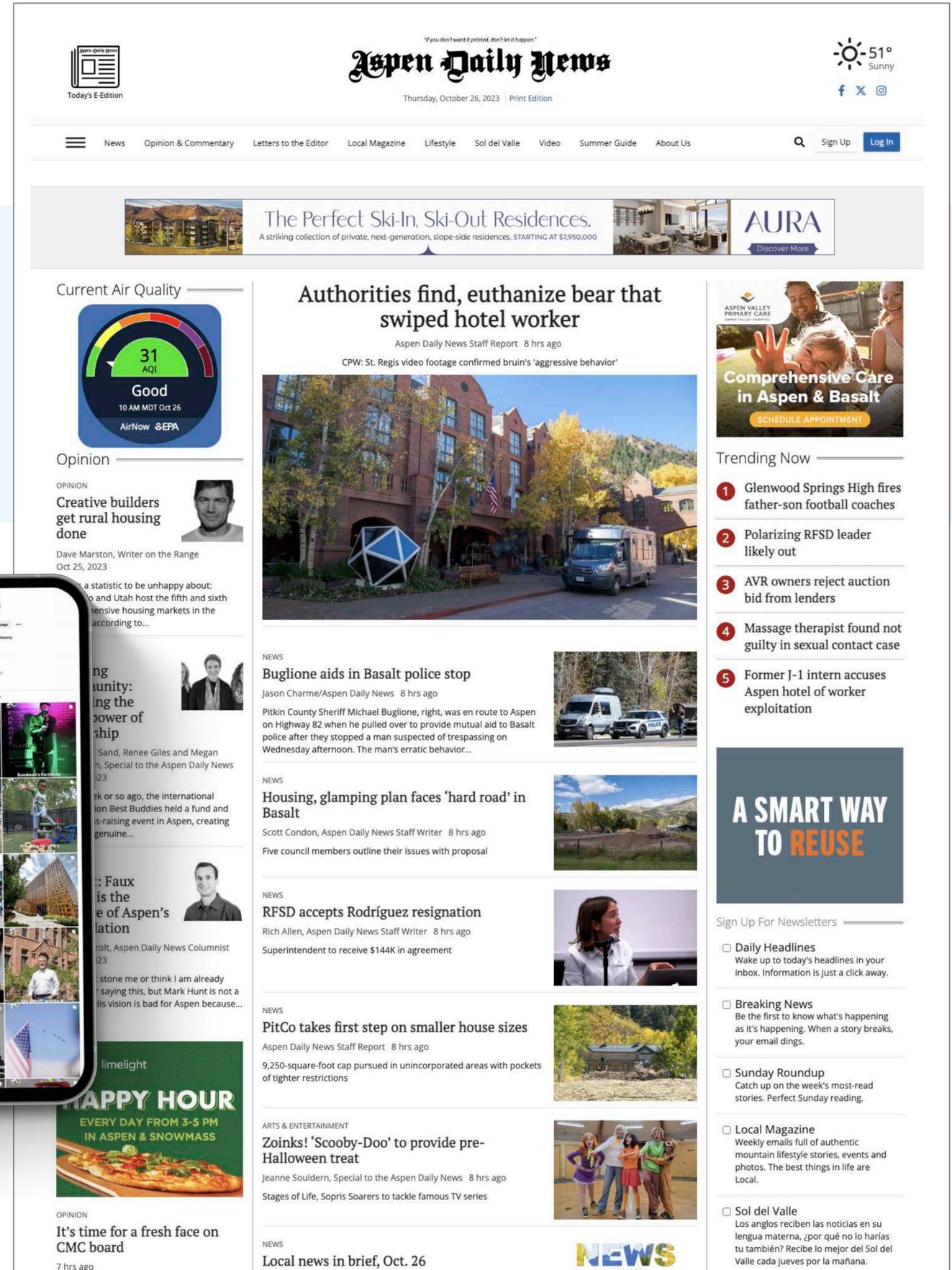
ANNUAL PAGE VIEWS

21,000

FOLLOWERS

@aspendedailynews

aspendedailynews.com



# 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

11,000

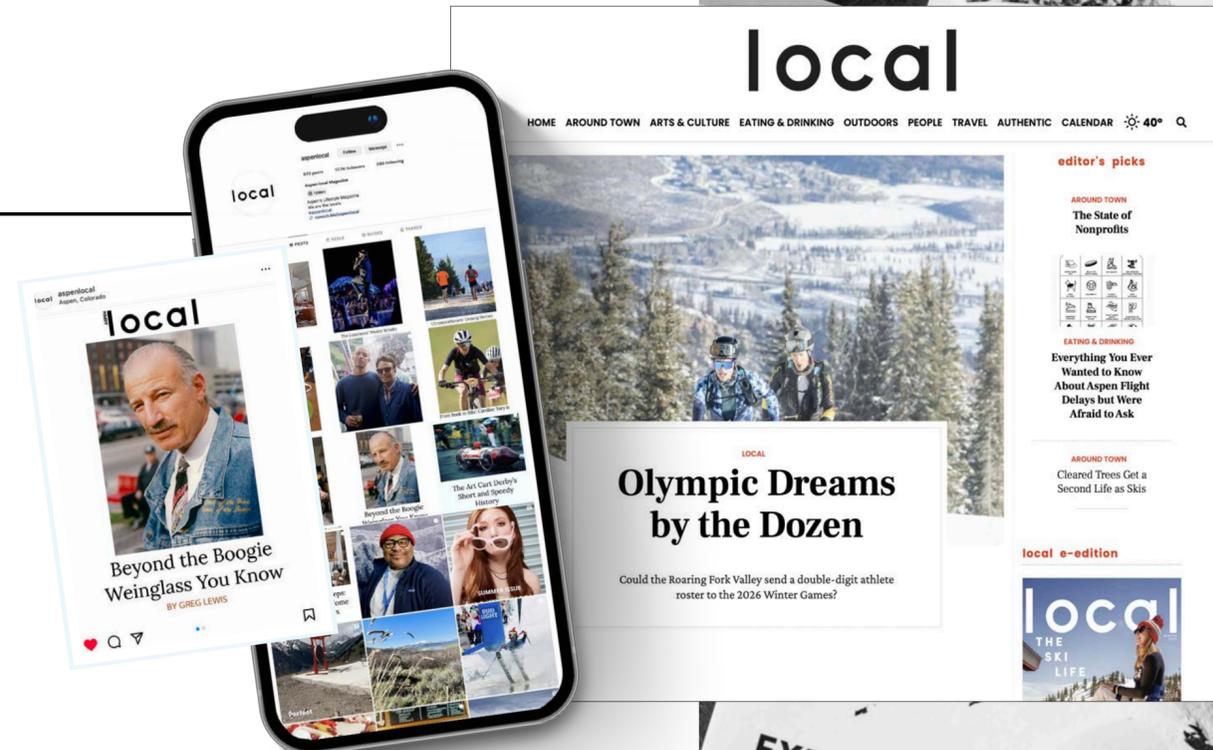
PRINT DISTRIBUTION

17,800

FOLLOWERS

@aspnlocal

theaspnlocal.com



# SPECIAL PUBLICATIONS

PRINT + WEBSITE & SOCIAL + NEWSLETTER

As the publishing partner for Aspen's premier events, the *Aspen Daily News* 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
- THEATRE ASPEN
- JAZZ ASPEN SNOWMASS
- 5 POINT FILM FESTIVAL



# ASPEN DAILY NEWS BUSINESS MEMBERSHIP

---

Aspen Daily News Business Memberships offer companies a meaningful way to align with trusted local journalism while enjoying thoughtful, high-value benefits. Designed for businesses that want to demonstrate civic leadership and community investment — whether or not traditional advertising is part of their marketing strategy — business memberships also serve as a natural complement to existing advertising partnerships.

By becoming a Business Member, your company supports the ongoing work of Aspen's largest local newsroom and aligns your brand with an engaged, informed Roaring Fork Valley audience.

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

Your Business Membership directly supports the *Aspen Daily News'* general operating budget, helping sustain the reporting, editorial oversight, and newsroom infrastructure that serve our community every day. For advertisers, it's an easy, strategic add-on; for non-advertising businesses, it's a clear and credible way to show support for local journalism without committing to a traditional media buy.

This is about more than visibility alone. It's about participation in a shared civic ecosystem, with tangible benefits in return.



## 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



The Aspen Daily News Journalism Fund is a core pillar of our newsroom's long-term sustainability and public-service mission. Established in August 2024, the Fund strengthens local reporting capacity, deepens community partnerships, and ensures the *Aspen Daily News* can continue delivering rigorous, accountable journalism for the Roaring Fork Valley.

Since its launch, more than 400 community members and organizations have invested in the Journalism Fund, contributing over \$350,000 to support reporting, innovation, and talent development across the newsroom.

## That philanthropic investment powers the work that distinguishes the *Aspen Daily News*:

### **Watchdog Journalism That Matters**

The Journalism Fund supports in-depth, staff-reported coverage of the issues shaping our region — from housing and land use to environmental policy, local government, and public accountability. These resources allow reporters the time and capacity to move beyond headlines and deliver journalism that informs decision-making and strengthens civic life.

### **A More Connected Community**

Fund support expands access to local news through professional Spanish-language translation, collaborative reporting partnerships, and coverage that reflects the full diversity of the Roaring Fork Valley. Investments in paid internships and mentorship programs help train the next generation of journalists with deep roots in the communities they serve.

### **Innovation for Access**

The Journalism Fund underwrites technology and digital infrastructure improvements that make local journalism more accessible, inclusive, and user-friendly — including upgrades that support ADA compliance and evolving reader habits. These investments ensure that everyone in our community can engage with trusted local news.

### **Forums for Civic Dialogue**

Through live events, speaker series, and community conversations, the Journalism Fund extends reporting beyond the page, creating spaces for informed dialogue and shared problem-solving around the region's most pressing challenges.

**For advertisers and partners, the Journalism Fund signals a shared commitment to local journalism and a strong information ecosystem grounded in depth, integrity, and community service.**

# GET IN TOUCH

---

**JOSH BEHRMAN**

Director of Sales

[josh@aspendailynews.com](mailto:josh@aspendailynews.com)

**MAX VADNAIS**

Marketing Consultant

[max@aspendailynews.com](mailto:max@aspendailynews.com)

**MEGAN TACKETT**

Associate Publisher

[megan@aspendailynews.com](mailto:megan@aspendailynews.com)

(970) 925-2220

[aspendailynews.com](http://aspendailynews.com)

[theaspenslocal.com](http://theaspenslocal.com)

PHOTO COURTESY THE ASPEN CHAMBER OF COMMERCE