

## ADVERTISING OPPORTUNITY

# REACH THE RIGHT AUDIENCE DIRECTLY

Consider a dedicated email blast that puts your brand in front of 22,500 engaged subscribers with 100% share of voice and zero competition for attention.

## WHY THIS WORKS

# YOUR MESSAGE, AMPLIFIED BY LOCAL TRUST

Our readers open our emails because they trust us. When you advertise here, that trust extends to your brand – delivered straight to the inbox with a visually striking, large-format message that is entirely yours.

### 100% SHARE OF VOICE

- ♦ Your brand is the only advertiser in the email – no clutter, no competitors, no distractions.

### YOU CONTROL THE CONTENT

- ♦ Supply your own imagery, message, and destination link.

### LARGE-FORMAT VISUAL IMPACT

- ♦ A bold, full-width image drives immediate attention and click-through.

### ALIGNED WITH A TRUSTED LOCAL BRAND

- ♦ Readers have opted in because they love this community. Your brand benefits from that established loyalty.

## YOUR ESTIMATED REACH

# 22,500

Total Subscribers

# 6,750

30% Avg. Open Rate

# \$1,500

### INVESTMENT

Each click is a high-intent individual who engaged with your specific message and chose to learn more.

## AVAILABLE SEND DATES

Dates are limited to one advertiser per send. Reservations are due 20 business days prior to the send date. Reserve early to secure your preferred date.

APR 16

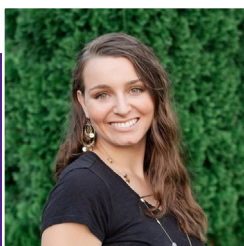
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JUN 18

JUL 16

AUG 13

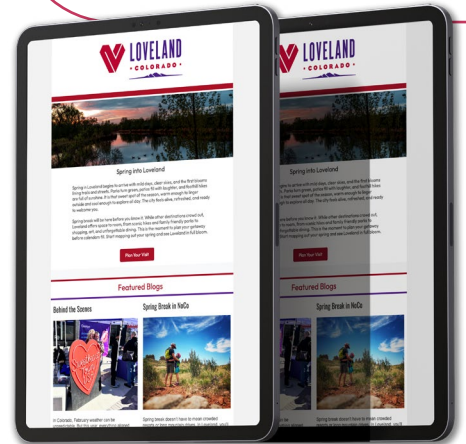
SEP 17



## RESERVE YOUR DATE

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## EMAIL MARKETING BENCHMARKS

# \$36

avg. return per \$1 spent on email marketing\*

# 52%

of consumers made a purchase directly from an email in the past year\*

# 99%

of email users check their inbox at least once per day\*

\*Sources: Litmus, Marigold 2024 Consumer Trends Index, DemandSage 2025. Industry figures represent general email marketing averages and are not specific to this publication.

# miles

PARTNERSHIP

Miles Partnership is the official publishing partner for Visit Loveland.