



Windsor Now!

www.mywindsornow.com

Get it local, Get it now.

Your guide to reaching the Windsor market

09 media kit

About Windsor Now



Windsor has become one of the fastest growing communities in northern Colorado. In fact, in the next five years, Windsor is projected to grow at a rate of 21%. Why all of this growth? Simple. Windsor has discovered the formula for combining smart growth, great schools, charming neighborhoods and outstanding parks and recreation activities – all while still preserving the real sense of community that Windsor has become known for all over northern Colorado.

Northern Colorado Communications and The Tribune have been a part of the Windsor Community for years, and our newest publication, Windsor Now, was launched to provide Windsor residents what they been asking for, a newspaper that is all about Windsor, all of the time. And that's what we deliver for free to every household in Windsor and Severance on Wednesdays, Fridays and Saturdays.

Windsor Now showcases the unique quality

of life in Windsor and the people that make our community special. You will also find local government news, sports, school and business features. Plus, the people in Windsor are also our news partners who provide their own stories, photos and news tips. And by clicking on mywindsornow.com, you'll find even more photos and video that highlight Windsor people, places and faces.

Turn the pages of Windsor Now, and you will see Windsor at its best.

Source: 2007 Demographics Now



Top 6 Lifestyle Segments



Kool with Kids - 18.7%

- Average HHI - \$73,000
- Average Age of Head - 43
- Demo Profile - Homeowners, children in household, white collar, college graduates, mail responsive
- Interests - Computers, video cameras, kids items, fitness, outdoor activities, automotive work, multiple credit cards

Diamonds to Go- 13.3%

- Average HHI - \$123,000
- Average Age of Head - 48
- Demo Profile - Home owners, high home values, kids, white collar, mail responsive
- Interests - Home furnishings, stocks, computers, gourmet cooking, gardening, travel, multiple credit cards

Already Affluent- 12.9%

- Average HHI - \$166,000
- Average Age of Head - 29
- Demo Profile - White collar, few kids, high home value, high education, mail responsive
- Interests - Electronics, real estate, stocks, fitness, outdoor sports, culture, fashion, travel, multiple credit cards

Mid-Life Matters- 7.9%

- Average HHI - \$71,000
- Average Age of Head - 55
- Demo Profile - Children or grandchildren present, homeowners, white collar, high education, mail responsive
- Interests - Pets, business travel, home furnishings, collectibles, investing, charities, camping, multiple credit cards

IRA Spenders- 7.1%

- Average HHI - \$91,000
- Average Age of Head - 67
- Demo Profile - No children living at home, retired, home owners, long length of residence, mail responsive
- Interests - Home furnishings, audio equipment, art, antiques, golf, gardening, casino gambling, multiple credit cards

Quiet Homebodies- 7.1%

- Average HHI - \$55,000
- Average Age of Head - 43
- Demo Profile - Home owners, about half have children, high mobility, clerical or blue collar, high school education, students
- Interests - Collectibles, personal computers, pets, moneymaking opportunities, outdoor sports, cooking, gardening

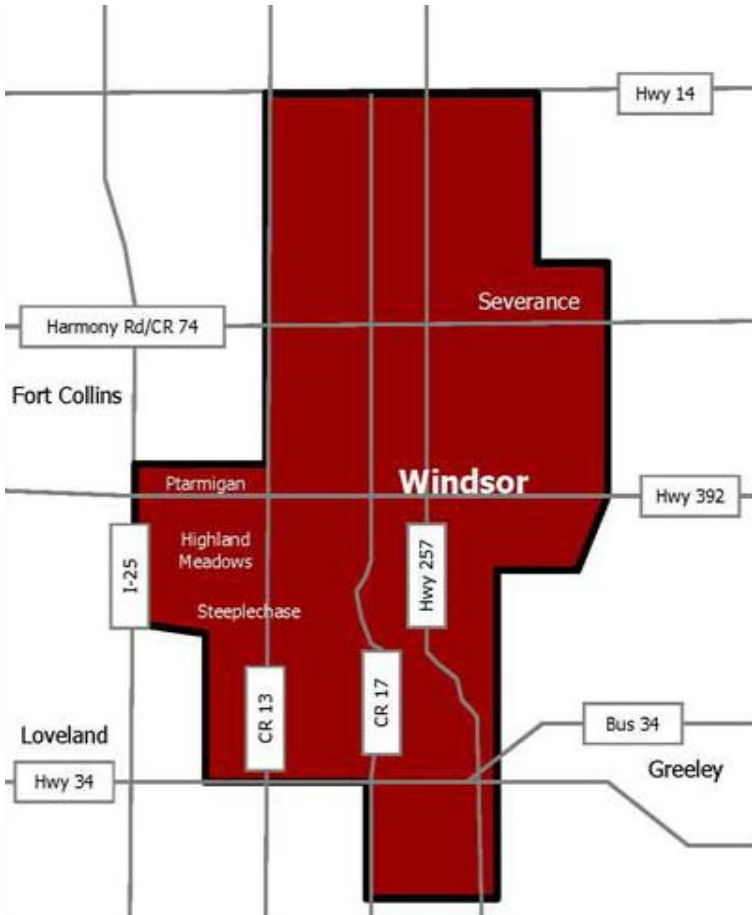


Source: 2006 Wilkerson Study

- **Population** and household growth continue to be the strongest in northern Colorado, up 19% in the next five years.
- **Age** trends show that Windsor continues to attract Retirees, Baby Boomers and Young Families, the fastest growing age segments in the next five years.
- **Income** - with an average household income of \$70,000, Windsor's projected growth comes mostly from families with incomes of \$100,000 or more.
- **Education** attainment levels continue to be comparable to those of Fort Collins, which supports the significant focus on education in this community.
- **Distribution** - In July 2007, we started with 7,200 distribution. One year later, we've grown 17% to 8,115. Our distribution is audited by Certified Audit of Circulations (CAC).
- **CAC** also conducts a separate verification report once initial audit is completed.
- **99.5%** say they receive Windsor Now!



Windsor Now Distribution



Publication Days

Wednesdays, Fridays and Saturdays

Format tabloid

(5 columns x 11 inches)

Distribution

Home Delivery.....	7,667
Single Copy	799
Total	8,466

* CAC Publisher's Statement, March 2008



Get it local, Get it now.

Windsor Now Content

WHATEVER! A2 • PETS ON PARADE A23 • SPORTS A19

Windsor NOW!

Wednesday, Feb. 27, 2008 Vol. 1 No. 102



Windsor Charter Academy students throw their construction hats in the air in celebration of the ground breaking of the new gymnasium. SHERRIE PEIF/peif@mywindsornow.com

NEW GYMNASIUM

Windsor Charter Academy students, staff excited to see building begin. **Page A2**

INSIDE: IN THE RUNNING Pages A6, A8
Mayor Pro Tem Mark Weeks, far left, has announced he will run for mayor, while Susan Carey, right announces she will seek a seat on the Town Board.

ON STAGE Page A3
Windsor High School brings 'Charlie and the Chocolate Factory' to stage.

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Wednesdays, Fridays and Saturdays

- » Centerpiece news
- » Community events
- » Government Meetings
- » Morning Coffee – Weather, fun tidbits, Lottery
- » Sports – Windsor High School, Local
- » Games and Classifieds

Wednesday Features

- » Dining in and out Column
- » Community extras - Chicken Soup Page
- » Windsor Scene

Friday Features

- » Whatever! Column – Sherrie Peif
- » Community extras – Church and Community Bulletin Board
- » Education Page
- » Windsor Snapshot

Saturday Features

- » All around town Column – Tom Fasano
- » Opinion and Letters to the editor
- » Business – Greg Backhous' financial focus Column
- » Pete's Page



Windsor Now Advertising

Display Rates

Frequency Rate by inch

Windsor Product	Display		Class	
	1x	3x	1x	3x
Open	\$8.50	\$12.75	\$5.75	\$10.25
Non-Profit ~ P/U	\$5.75	\$8.75	\$4.25	\$6.50
8 Week	\$7.50	\$11.50	\$5.50	\$8.50
13 Week	\$7.00	\$10.75	\$5.00	\$8.00
26 Week	\$6.75	\$10.00	\$4.75	\$7.50
52 Week	\$5.75	\$8.75	\$4.25	\$6.50

1x = 1 run, 1 flat rate per day, per inch or 3x = 3 days, one flat combo rate, per inch for all 3 days.

Color Rates

Color Rates	Display	
	Full Color	Color rates per inch, per day, per publication.
Per Inch, Per Day	\$1.50	



Windsor Now Preprint Deadlines

Delivery of inserts needs to be 5 working days prior to insertion date. All NCCG preprint rates, guidelines and policies apply.

Windsor Now Preprint Deadlines

Wednesday — 5pm Friday
 Friday — Noon Tuesday
 Saturday — 5pm Wednesday

