

# Denverite

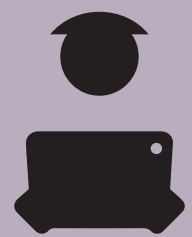
## Connect with the People who Shape Denver



2023 Media Kit

# Denverite

Denverite is a member-supported, online news source for the curious and concerned in our ever-changing city. Denverite reporters cover the Capitol and City Hall, keep their eyes on new developments in your neighborhood, and provide guides to weekend fun and explanations for the weird Denver things you've been wondering about. In 2019, Denverite became a service of Colorado Public Radio, and its newsroom is co-located with CPR News just steps from the Colorado State Capitol.



**340,000**

Digital readers/viewers per month<sup>1</sup>



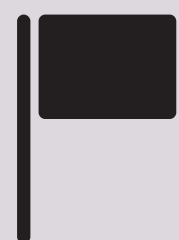
**23,000**

Newsletter subscribers and a 38.8% open rate<sup>2</sup>



**Over 2,000**

Members



**2016**

Year founded



***We live here too!***

*Interested in reaching a statewide audience? Ask us for the Colorado Public Radio and KRCC media kits!*

Membership data as of June 30, 2021

<sup>1</sup> Source: Google Analytics for period July 2022-June 2023

<sup>2</sup> Data from June 2023

# Sponsorship Opportunities with Denverite

## Website

Our website receives thousands of visits each day from Denverites looking for the latest news on local politics, what to do this weekend, housing and development, the arts and more.



**340,000**  
users per month on  
denverite.com

Source: Google Analytics monthly average for July 2022–June 2023

## Newsletter

Denverite's daily newsletter gives readers everything they need to know for their day in 5 minutes. The email features news and photos from Denverite's own award-winning journalists and links to other stories we find compelling, making it a one-stop shop for Denver news.

**23,000**  
subscribers

**38.8%**  
open rate

Data from month of June 2023



“I love working with Denverite! As a nonprofit marketer I am always looking for ways to reach more audiences, and Denverite is the answer. With just a few steps, we were able to introduce ourselves to over 50,000 possible future audiences all around Denver. I'm so thankful to work with Denverite and will continue to work with them based on their amazing results and spectacular representatives.”

– *Sally Walker, Communications Coordinator,  
Curious Theatre Company*

“Denverite is one of my daily go-to news sources, so when I was putting together a marketing plan at my new company, I knew that Denverite needed to be part of the plan. It's such a unique news source that speaks to the Denver community and I knew I'd be able to reach my target audience.”

– *Sarah Young (she/her), Director of Marketing,  
Pinemelon.com*

# Join our community of dedicated Corporate Sponsors!



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## Get in touch!

Denverite's Sponsorship Representatives are ready to craft the right sponsorship package for your brand. Contact us today to start reaching your target audience in Denver.

sponsorship@cpr.org  
(303) 871-9191 x4356  
denverite.com/corporate-support/