

Reach Colorado's most engaged locals & travelers.

GoColorado.com is where Coloradans and visitors find the trails, towns, festivals, and food worth the drive. We deliver that to inboxes and feeds across the state every week — a trusted, positive, adventure-first audience actively planning where to go, what to do, and where to stay.

27,000+

Email subscribers

Scrubbed every 90 days — a clean, deliverable list

43%

Average open rate

Roughly double the industry average

45,000+

Monthly site visits

Readers on gocolorado.com

20,000+

Social followers

12K X · 5,200+ Facebook · 2,800+ Instagram

A combined audience of nearly **50,000** across email and social — plus **45,000+** monthly website visits.

WHY ADVERTISE WITH GOCOLORADO

- **Engaged, not inflated**
A 43% open rate on a list scrubbed every 90 days. Your message reaches real, active readers — not a graveyard of dead addresses.
- **Brand-safe by design**
Strictly positive, local, and adventure-focused — no crime, no politics. Your brand sits beside trail guides and weekend picks.
- **Fully measurable**
Spend on a billboard and you never know who saw it. With us, you get exact opens and clicks on every placement.
- **High-intent audience**
Readers are actively deciding how to spend their time and money in Colorado — the moment that matters most for your business.

WAYS TO PARTNER

- Newsletter Sponsorship** — Featured in our weekly email to 27,000+ subscribers, in a premium top slot or in-feed.
- Sponsored Feature** — A dedicated story on your destination, restaurant, or experience — in the email and on the site.
- Website Placement** — Banner or sponsored listing on gocolorado.com, with 45,000+ monthly visits.
- Featured Event** — Top billing in the most-clicked section — ideal for festivals, openings, and ticketed events.
- Social Posts** — Promoted across Facebook, X, and Instagram to nearly 20,000 followers.
- Custom Packages** — Mix and match across email, social, and web to fit your goals and budget.

PARTNERSHIP PACKAGES

STARTER

Test the waters — perfect for a seasonal push or first-time advertisers.

- 4 newsletter placements over 1 month
- 1 social media post
- Full open & click reporting

CONTACT FOR CURRENT RATES

QUARTERLY

Consistent presence at better value — the most common first buy.

- 2 newsletter placements / month
- 3 social posts over the quarter
- Priority placement + reporting

CONTACT FOR CURRENT RATES

MOST POPULAR

ANNUAL PARTNER

Best value — own your category before a competitor does.

- 24 newsletter placements / year
- 12 social posts + category exclusivity
- Premium placement + reporting

CONTACT FOR CURRENT RATES

Let's put your business in front of Colorado.

Reserve your spot in an upcoming issue — or ask for a custom proposal.

Cary Bergeron

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