

# BLDRfly

Take Flight

Exploring the people, businesses and ideas  
shaping the future in + from Boulder





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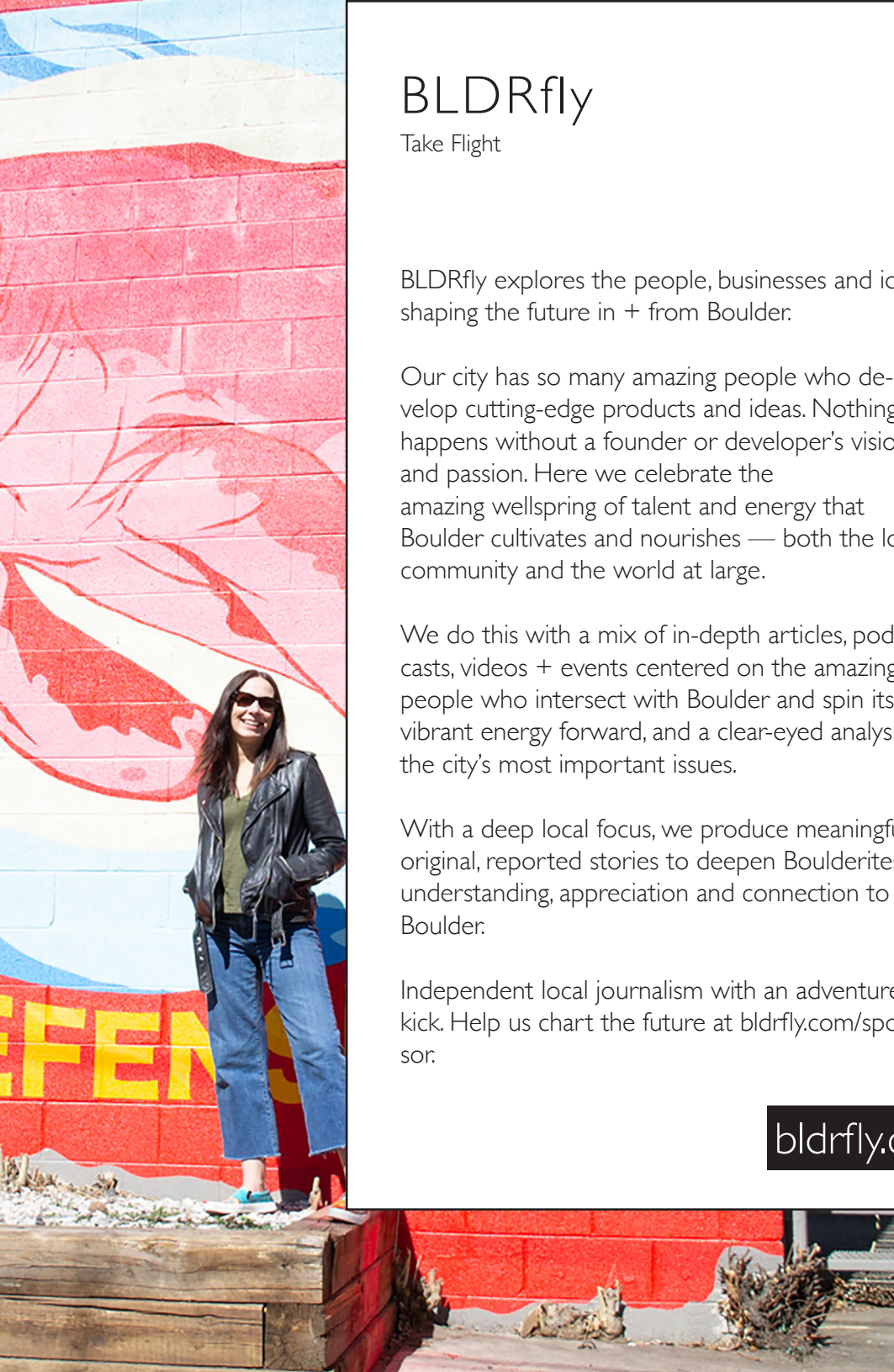
Our city has so many amazing people who develop cutting-edge products and ideas. Nothing happens without a founder or developer's vision and passion. Here we celebrate the amazing wellspring of talent and energy that Boulder cultivates and nourishes — both the local community and the world at large.

We do this with a mix of in-depth articles, podcasts, videos + events centered on the amazing people who intersect with Boulder and spin its vibrant energy forward, and a clear-eyed analysis of the city's most important issues.

With a deep local focus, we produce meaningful, original, reported stories to deepen Boulderites' understanding, appreciation and connection to Boulder.

Independent local journalism with an adventure kick. Help us chart the future at [bldrfly.com/sponsor](http://bldrfly.com/sponsor).

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





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## Boulder

**Elevation: 5,430 feet above sea level**

**Population: 107,353**



## Audience

**51,498**

est. audience (April 2020)

Website: **21,000+ visitors** (source: Google Analytics)

Email Newsletter (Twice weekly, Tues. and Fri.):  
**~600 subscribers. Openrate: 36%.**

Social Media: **IG (~1,000 followers),  
FB+Twitter (~4,000 followers). 5,000+  
impressions**

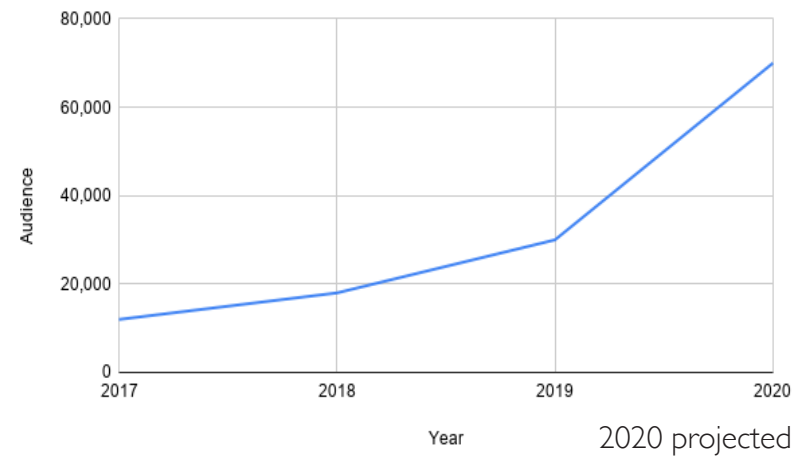
### Age

18-24: 7%  
25-34: 41%  
35-44: 36%  
45-54: 10%  
55-64: 3%

### Gender

66% female  
34% male

BLDRfly audience growth







## Editorial Coverage

BLDRfly explores the people, businesses and issues shaping the future in + from Boulder through the landscapes of news, culture, businesses, adventure, art, people and more.

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**Adventure**

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**Art**

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**Beer**

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**Business**

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**COVID-19**

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**News**

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**People**

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**Places**

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**Taquerias**

[bldrfly.com](https://bldrfly.com)



## 2020 Editorial Calendar

Each week, we produce original stories and podcasts about Boulder people, businesses and ideas around bimonthly topics.

[bldrfly.com/fly-landscapes](http://bldrfly.com/fly-landscapes)

MONTH

ISSUE

MONTH

ISSUE

In Development  
Coming Sept 2020



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Other features in 2020:

Berger & Föhr; DAIKON Banh Mi;  
Naked Lunch; Boulder ADUs

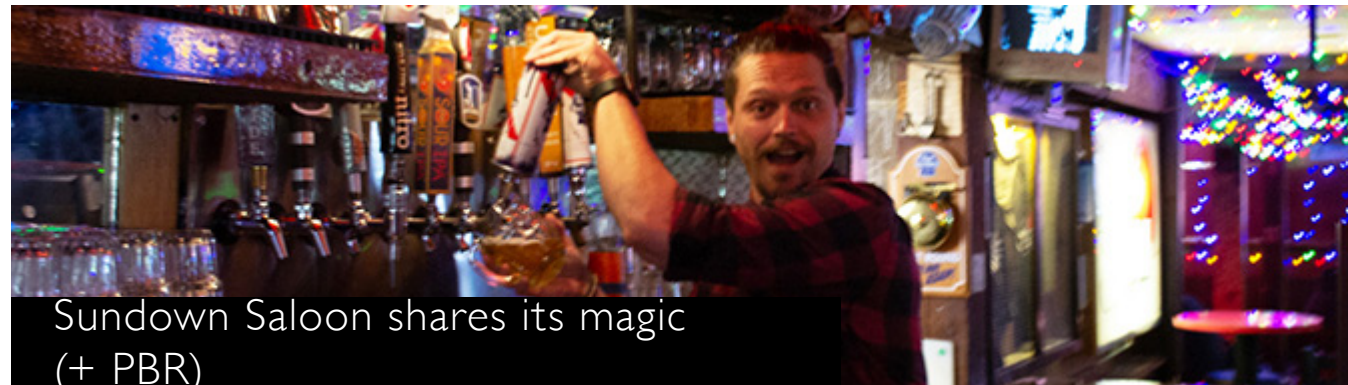
The Sink; Ryan Van Duzer;  
Speedwell Farm and Gardens

Street Wise Arts; Will Day;  
Creativity x Constraints;  
Boulder International Film Festival

COVID + Small businesses;  
Amana Yoga; Arcana Restaurant;  
Oak at Fourteenth

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## Popular Stories





**Boulder arts go free range**

Boulder's art hub The Dairy Arts Center + others navigate how to share art and shows virtually

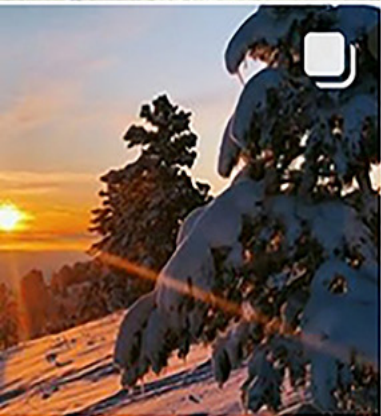
By **Paul Hagey** Mar 27 2020



**The rise of Boulder-area farm CSAs**

Amid coronavirus slowdown, Boulderites' access to farm-direct produce jumps

By **Paul Hagey** Mar 24 2020



Podcast: Amana founder Allia Sebben on pivoting + and her studio's new online offering

By **Paul Hagey** Mar 21 2020



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## Fly with us

Newsletter sponsorships: exclusive ad placement.

Sponsored content. Get your message to our audience.

Sponsor our podcast. Includes live-read ads and visual branding.

Want to direct our journalism? Sponsor a story\*

Reach out to [paul@bldrfly.com](mailto:paul@bldrfly.com)

**More info + pricing at [bldrfly.com/sponsor](https://bldrfly.com/sponsor)**

\*You pick the topic, we research, report, write, craft and publish.  
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## BLDRfly Rate Sheet (5.7.2020)

Ad	Details and Price	Ad Specs
Email newsletter	First position: \$75 per ad, \$500 for 10 Second position: \$45 per ad, \$300 for 10	700px wide by 84px high at 96dpi.
Sponsored Content	Sponsored Content: \$300 Creative Studio: \$600 Includes advertising on BLDRfly social.	500 words and two images with header image 1800px wide at 96dpi
Podcast Message	Live read on the BLDRfly podcast: \$100 Messages in 10 BLDRfly podcasts: \$800	15-20 second ad copy
Boulder Real Estate Listing of the Week	Reported story on one listing: \$200 Reported story on 10 listings: \$1,500 Includes advertising on BLDRfly social.	15-minute interview with agent and 15-minute interview with seller



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## **contact us**

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