

Advertise in *The Scoop*

Fort Collins' independent local magazine.

A free digital weekly and a printed quarterly for Fort Collins proper. We earn advertiser trust by being genuinely useful and genuinely independent.

Free digital weekly

The website plus email – new coverage every week: reviews, guides, the business directory, and the newsletter. Free to read, always.

Printed quarterly

Four issues a year, distributed free on racks around Fort Collins by our own street team. Working print title: The Scoop.

Fort Collins proper

A Choice-City audience – not a regional spread. Local readers making local decisions about where to eat, shop, and take the family.

THE AUDIENCE

Honest reach, backed by our own logs.

PRINT RUN

2,500 copies first run, scaling to 5,000

A launch run that grows as demand proves out – the rate card stays the same the whole time.

DIGITAL SURFACES

Weekly site, email, Instagram

The website (icecreamfortcollins.com), the weekly email newsletter, and an Instagram presence.

DISTRIBUTION

Free racks + logged street-team drops

Free racks around Fort Collins plus a street-team drop cycle. Every drop and every return is counted and logged in our routes console – our circulation claims are backed by drop-and-return logs, never a rounded-up guess.

ESTIMATED REACH

7,500+ readers per issue (estimate)

Industry pass-along research (CRMA) suggests roughly 3–4.3 readers per printed copy. On a 2,500-copy run that points to an estimated 7,500+ readers per issue.

This is an industry-standard estimate, clearly labeled as an estimate – not a measured or audited figure. We do not claim readership, engagement, or circulation numbers we cannot back with our own logs.

RATE CARD

Simple rates, published openly.

PLACEMENT	PRICE	INCLUDES
Full page	\$650 per issue	Bundled Featured-tier listing on the website included.
Half page	\$395 per issue	Bundled Featured-tier website listing included.
Quarter page	\$225 per issue	Bundled Featured-tier website listing included.
Back cover	\$1,100 per issue	Premium outside-back position.
Ice-cream trail centerfold — “presented by”	\$1,500 per issue	Present the signature centerfold spread.
Whole-issue sponsor	\$2,500 per issue	Single-sponsor presence across the issue.

FOUNDING OFFER

Founding Advertiser **\$2,000**

A full page in all four issues this year — about \$500 a page — with your price locked while our print run doubles. Your website Featured-tier placement is included free. This is ground-floor pricing that ends once circulation receipts exist.

Nonprofits

25% off any placement above.

Print advertiser bonus

Every print advertiser gets the website's Featured tier bundled at no extra charge.

Regional comparison

For contrast, regional monthly glossies run far higher – a comparable full page is a fraction of the ~\$2,399/month regional monthly-glossy rate.

WHY IT MEANS SOMETHING

Rankings and reviews are never for sale.

Advertisers buy pages – never opinions. Our rankings, reviews, hot-list spots, and Best-of votes are not for sale for money, a favor, or a big advertiser. Paid content is always clearly labeled. We never promise editorial coverage as part of an ad deal. That independence is exactly why being in these pages means something – and why our audience trusts them.

THE DETAILS

Specs, deadlines, and terms.

TRIM SIZE

8.5" × 11", saddle-stitched

DEADLINES

Ads close six weeks before press (T-6, space close); final approved artwork four weeks before press (T-4).

ARTWORK & DESIGN

No artwork? We design your ad and you approve a proof – design is included at no extra charge.

TERMS

Signed insertion order before an ad runs. Payment net-20.

PRESS GATE

We only go to press once \$4,000 of ads are signed for the issue. We never print on hope – which means every ad that runs, runs in an issue readers actually hold.

GET IN TOUCH

Let's put your business in the next issue.

Email the magazine and we'll walk you through placement, timing, and the founding offer.

 advertise@icecreamfortcollins.com

ICECREAMFORTCOLLINS.COM · EDITED & PUBLISHED IN FORT COLLINS, CO