

Relocate²

RELOCATION • BUSINESS ACCLIMATION
ECONOMIC DEVELOPMENT

COLORADO SPRINGS

PRINT – **RELOCATE 2 Colorado Springs** is distributed in the Pikes Peak region through a well-defined network of strategic partners, advertisers and users. Included in this network are local area chambers; Visit COS; the family relocation centers at Fort Carson, Peterson SFB, Schriever SFB and the Air Force Academy; the Apartment Association of Southern Colorado; Pikes Peak Association of Realtors; COPPER/PeakRadar.com; Pikes Peak Library District and various schools, school districts, and universities.

ONLINE – **RELOCATE 2 Colorado Springs** is online at www.relocate2coloradosprings.com, the online **Relocate 2** extends overall reach. Our online book tracks at an annual rate of approximately 20,000 views with a conversion to read rate of 24.4%. The average read time is 3.75 minutes with 50% of users accessing it from their tablets and mobile devices.

SOCIAL MEDIA – **RELOCATE 2 Colorado Springs** also has a social media platform called the DAILY PLUG FOR COLORADO SPRINGS at www.Facebook.com/csddailyplug. The Daily Plug provides advertisers and partners a place to continue a conversation with the Colorado Springs community in between annual issues of **RELOCATE 2 Colorado Springs**. The base of support the Daily Plug offers allows the opportunity to reach thousands of potential customers with special offers, product updates, new information and enhanced branding messages.

COMMITMENT – **RELOCATE 2 Colorado Springs** is particularly sensitive to the investment advertisers make to get their message out. Which is why **RELOCATE 2** goes out of its way to -

1. Maintain a strong ratio of meaningful editorial content to ad placements.
2. Limits the number of ad placements from any specific business category.
3. Does not place your ad next to or opposite a competitor ad.
4. Works with you to ensure the best location to enhance your messaging/branding strategy.

Print • Online • Social Media

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THE PREMIER RESOURCE WHEN YOU - RELOCATE 2 COLORADO SPRINGS!

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In 2021 the Colorado Springs Relocation Guide© rebranded to – **Relocate 2 Colorado Springs**. However, its focus on helping individuals, families and businesses moving to Colorado Springs remained the same. **Relocate 2 Colorado Springs** still offers the no-nonsense information-based content everyone relies on when relocating to Colorado Springs - from Community Profiles, Military, Sports and Recreation and Things to Do; Places to See to Basics, Health Care, Business Connections and so much more. Why? The answer is surprisingly simple - **TRUST**.

TRUST in the depth of the information. **TRUST** in the breath of the information. **TRUST** in the helpfulness of the information. It is as simple as that.

RELOCATE 2 Colorado Springs features –

- **Community Profiles** of the municipalities that make up the Pikes Peak Region
- The ever popular, need to know **Basics**
- All the fun stuff in and around Colorado Springs is found in **Things To Do...Places To See**
 - **Education** – (now part of Community Profiles) provides the crucial alignment of education with community
 - Get up, get out and enjoy Colorado Springs’s biggest asset – **Sports and Recreation**
 - **Military** – information specifically developed to help and support military relocations
 - And don’t forget **Healthcare, Business Connections** and **Major Area Park** information

