

Media Kit!

What is SoStyley.com?

It's the hippest new forum for letting Coloradans know what's going on in their cities. It's SoStyley.com and it only deals with locally owned businesses in the Denver and Boulder metro areas.

Covering everything you are dying to know about, from bars, restaurants and lounges, to spas, salons and stores. It always features the hottest new restaurant, the latest beauty craze and the most top secret up and coming designers.

It's useful. It's entertaining. It's SoStyley.

The Stats

- * **90 %** of Coloradans surveyed want to spend more money at local establishments (versus chains)
- * In 2007, **\$8 Billion** will be spent on restaurant sales in Colorado
- * In Colorado, there are over **15,000** eating-and-drinking establishments
- * Over **75%** of Colorado restaurants are independently owned and operated
- * Coloradans spend over **\$20 million** per day on eating out
- * **\$561** is spent every minute on dining out in Boulder
- * **One third** of the sales at sit down restaurants are from travelers or visitors
- * **36%** of consumers visit restaurant websites
- * Bottle service is up **40%** at Denver clubs, from last year alone

SoStyley Sales!

Attention storeowners! Please let SoStyley.com know about your special event sales, i.e. "Fall Sale" (at least 2 weeks before they start). We will post them for FREE to keep our readers in the loop on the best deals around town.

Who is SoStyley?

85% Female

15% Male

80% are under 35
24 is the Median age

SoStyley Demographics

Age	%
18-25	43
26-35	37
36-45	16
Over 45	4

Education	%
College Graduate	32
College Graduate by 2012	26
Post-College	22

Household Income	%
\$ 30k-50k	69
\$ 51k-75k	21
\$ 76k +	10

Marital Status	%
Single	49
Coupled	41
Married	10

Banners

Banners are placed below or adjacent to the article content. They allow for brand positioning that reaches a specified demographic of SoStyley readers. Banners can either be submitted for immediate posting, or can be designed in house for an extra charge.



130
x220 px

Calm down, you Hot Tart

"Whadda you want?"
"Us, a table!"
"You alone? Singles at the counter."

So you might not miss those old pushy broads workin' at the local diner (especially when they announce to the whole place that you're eating alone). But you probably do miss those delicious home-style cakes they always had so classically displayed on a cake pedestal.

Well, this must be your lucky day. Haute Cakes in Boulder, is bringing vintage style cakes to modern day living. Using local fruits and veggies, Haute cooks up everything from cookies and zucchini bread to birthday and wedding cakes.



You won't find any shortening in this bakery, where all pastries are made from scratch. And they're into fun, adding fun features like different fonts and shapes.

Now, all you're missing is a chocolate martini.

Haute Cakes

1932 14th street Boulder, CO 80302
720.620.0204

HauteCakesOnline.com

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600 x 115 px

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