



PRINT

TOTAL PRINT CIRCULATION

480,000 annual readership
Average of 30,000 copies per issue

13,000 subscribers,
15,500 single copy

38,000 digital copy distribution
Published 8 times per year
Award-winning content

EXCLUSIVE PRIVATE CLUB SUBSCRIBER PROGRAM

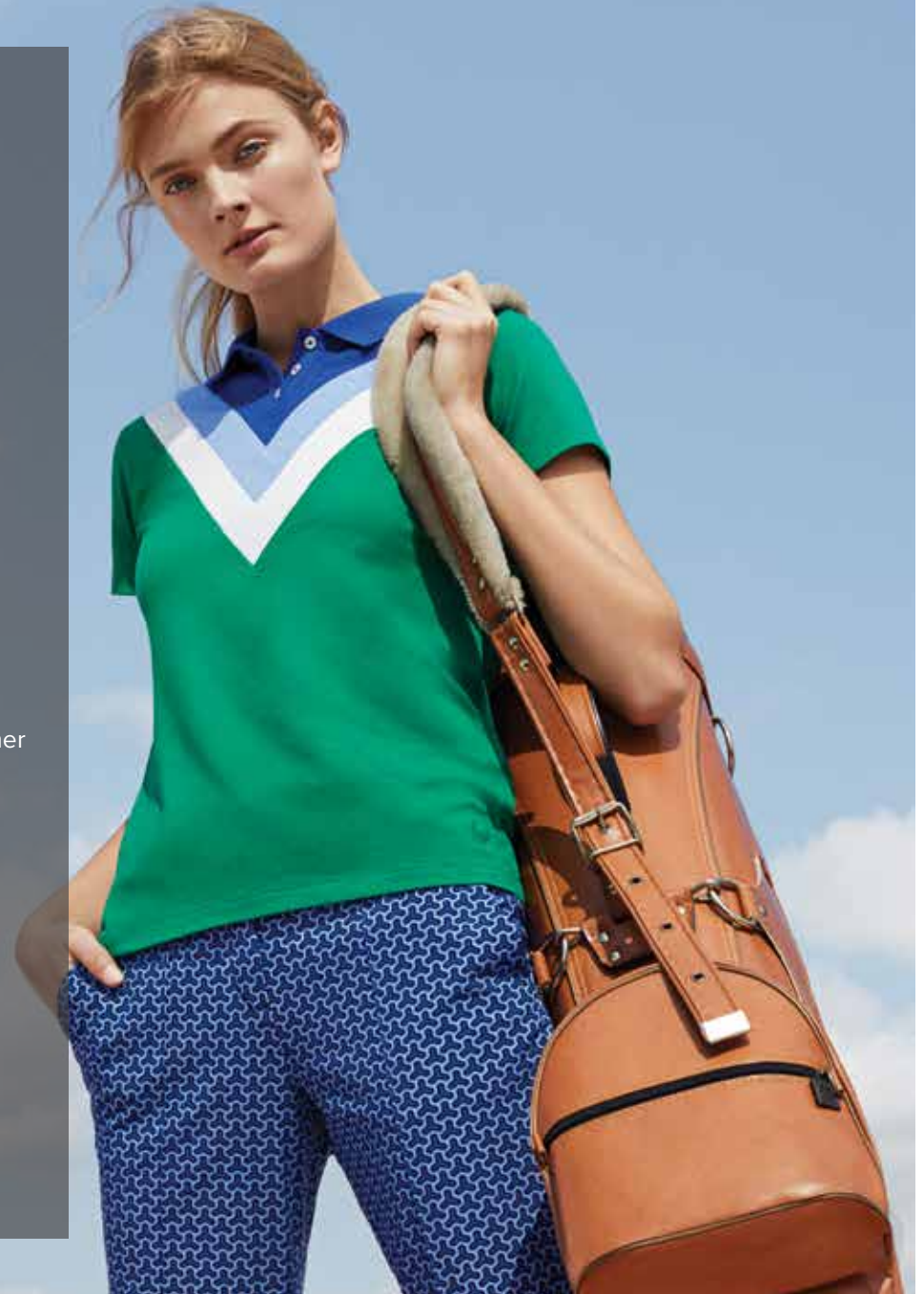
As a member benefit, 34 private country clubs provide a mailed subscription of Colorado AvidGolfer to their members.

HIGH-PROFILE TOUR EVENT DISTRIBUTION

Since 2002, Colorado AvidGolfer is the official Colorado golf media partner at all PGA, LPGA and USGA Championships played in Colorado.

MAGAZINE DISTRIBUTION

- » Rack distribution at all private, resort and high daily-fee golf courses
 - » Featured in-room at targeted resorts and hotels
- » Provided to players at more than 300 charity tournaments
 - » 63 Luxury automobile dealerships
- » High-profile area restaurants and steakhouses
 - » Fashion and golf retail outlets
 - » Real estate communities and offices
 - » Trade-show and promotional events
 - » High-end FBO and private airports
- » More than 700 doctors' and dentists' offices



EDITORIAL CALENDAR

Our award-winning editorial encourages readers to embrace the game of golf and the lifestyle surrounding it.

SPRING

Annual CAGGY Awards
(Feb/Mar) ad close: 1/16

APRIL

Private Club Guide,
Annual Gear Preview
ad close: 3/6

MAY

Health and Fitness
ad close: 4/3

JUNE

Golf Course Real Estate,
Colorado Mountain
Golf and Travel
ad close: 5/1

JULY

Peak Season
Colorado Mountain
Golf and Travel
ad close: 6/5

AUG/SEPT

Mile High Golf at \$52.80,
ad close: 7/10

FALL

Warm-Weather Golf Guide to
Arizona, Nevada, California and
Beyond (Oct/Nov) ad close: 9/11

WINTER

Annual Winter Travel Issue
(Dec/Jan) ad close: 10/30



THE WEBSITE

coloradoavidgolfer.com

- » Mobile-friendly and responsive on any device
 - » Optimized user experience
- » Sortable and searchable course finder with 250+ Colorado courses
 - » Clean design with powerful advertising opportunities
 - » Increased video output and opportunities
 - » Integrated content marketing opportunities
 - » Intuitive category structure and navigation

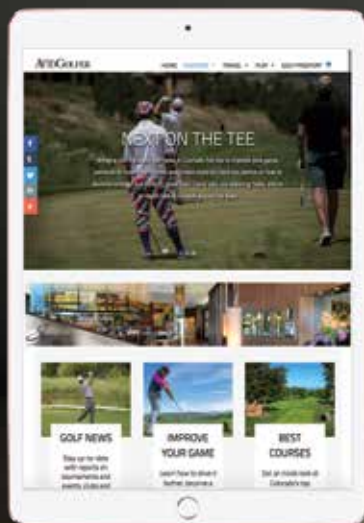
53,450 AVERAGE MONTHLY PAGE VIEWS

+14% Year-over-year Increase*

24,867 AVERAGE MONTHLY UNIQUE VISITORS

+32% Year-over-year Increase*

**Based on Monthly Average Jan-Sept 2018 vs. Jan-Sept 2017*



E-PLATFORM

WEEKLY AND EXCLUSIVE CLIENT BLASTS

- » 35,000-40,000 Opt-In E-Subscribers
- » 21%-45% Open Rate
- » Weekly & exclusive client blasts
 - » Mobile-friendly design
 - » Fresh weekly content
- » Golf deals and travel packages



SOCIAL IMPACT

INTERACTION AND ENGAGEMENT STRATEGIES

- » 5,941 Facebook Fans
+5% Year-over-year Increase*
- » 2,474 Twitter Followers
+12% Year-over-year Increase*
- » 1,638 Instagram Followers
+11% Year-over-year Increase*
- » Boosted Content Marketing
- » Behavioral Targeting
- » Relationship Building

**Based on Monthly Average Jan-Oct 2018 vs. Jan-Oct 2017*

EVENTS

Consumer-based, experiential opportunities.
More than 1,200 high-end golfers and
community influencers reached.

THE TOURNAMENT SERIES

(since 2007)

3-Event, 3-Course Series
Different venues every year

SCHOMP BMW CUP

(since 2005)

The Ultimate Corporate Golf Event
The Club at Ravenna

CORDILLERA GOLF EXPERIENCE

(since 2008)

A Top Mountain Golf Weekend
The Club at Cordillera

PRIVATE CLUB DAYS

(since 2010)

Colorado's Only Private-Club Event Series

CUSTOM CLIENT EVENTS

THE GOLF PASSPORT

COLORADO'S PREMIER GOLF AND DINING MEMBERSHIP

Annual Members: 4,500
Retail Price: \$79.95

GOLF COURSE OFFERS

60+ Public, Resort and Private

ADDITIONAL MEMBERSHIP BENEFITS

150+ Denver Restaurant Offers
12 Callaway Chrome Soft golf balls
12 free beers at Otra Vez or The Tavern

PARTNER/SPONSOR BENEFITS INCLUDE

Exclusive Membership Opportunities
\$150,000+ in Marketing

RETAILERS

PGA Tour Superstore, Costco
and Other Fine Establishments

