

2020 MEDIA KIT

THE OFFICIAL COLORADO GOLF MEDIA PARTNER OF

COLORADO SECTION OF THE PGA

COLORADO GOLF ASSOCIATION

COLORADO GOLF HALL OF FAME

ROCKY MOUNTAIN GOLF COURSE SUPERINTENDENTS ASSOCIATION

COBANK COLORADO OPEN CHAMPIONSHIPS

THE MISSION

COLORADO AVIDGOLFER's tagline—"elevating the game"—defines our philosophy. Viewing golf as a matter of pleasure as well as performance, we celebrate the people, places, products and passion that distinguish the game in the most beautiful state in the country.

Across multiple platforms, Colorado AvidGolfer aspires to enrich our audience's enjoyment of golf and the lifestyle surrounding it. Our suite of products serves as an authoritative prism through which to experience a world of courses, equipment and instruction—as well as one of exceptional destinations, superb cars, memorable meals and stylish clothing. We aim always to be the one-stop resource for the Colorado golf lifestyle.



THE BRAND

COLORADO AVIDGOLFER is the premier regional golf, travel and lifestyle media brand in the United States. With a multi-channel strategy, we deliver reach, engagement and results at a level unmatched!

PRINT

480,000 readers
192,000 digital issue readers

DIGITAL

640,000 page views
290,000 unique visitors

E-MARKETING

35,000-40,000 e-Newsletter subscribers

SOCIAL MEDIA

11,000+ followers

EVENTS

5 major events

THE GOLF PASSPORT

Colorado's premier golf and dining membership program



AUDIENCE

AFFLUENT AND WELL-EDUCATED

Median Age: 49
Average Household Income: \$146,705
Partners, Owners or Executives: 59%
College Educated: 92%
Live in Top 25 Wealthiest Zip Codes in Metro Denver: 48%
Male: 88%
Female: 12%

TRAVEL SAVVY

Will take 2-3 golf vacations within Colorado: 59%
Will take 2-3 golf vacations outside of Colorado: 54%

GOLF-MINDED

Member at a Private Club: 52%
Plays Golf at Resort Courses: 53%
Plays More than 25 Rounds Per Year: 73%

Sources: Bruce Bell and Associates & Denver Business Journal Book of Lists

PURCHASING POWER

PURCHASE PLANS OVER THE NEXT 12 MONTHS

Will buy a new automobile: 47%

Will buy fine jewelry: 25%

Will buy real estate: 33%

Will dine out a minimum of 2x per week: 73%

Will buy golf equipment/gear: 88%

Will hire a financial planner: 40%

Will buy health/auto/life insurance: 45%

Sources: Bruce Bell and Associates & Denver Business Journal Book of Lists

CONTENT

Through award-winning content across all brand channels, we encourage our readers to embrace the game of golf and the active lifestyle surrounding it.

SPRING SEASON (February–May)

- » **Kick Off** the Colorado golf season with our annual CAGGY awards, showcasing the state's best courses, instructors and more.
- » **Tee Off** with our curated list of top charity golf events, plus tips for both players and planners.
- » **Play Ball!** Visit the best places in Arizona for golf, baseball and more during Spring Training.
- » **Spring Ahead.** Jump-start your season south of the state line with the best in New Mexico golf.
 - » **Join the Club!** We shine a spotlight on Colorado's best private-club options.
 - » **Get Golf Fit.** Health and fitness routines to shape up for the coming golf season.
 - » **Gear Up.** Equip yourself with knowledge about the latest in clubs, balls and gadgets to improve your game.

SUMMER SEASON (June–September)

- » **Go Play.** During peak golf season, journey with us on nonstop coverage of great getaways across Colorado that include trips to the Vail Valley, Summit County, Aspen, Steamboat, Grand County, the Western Slope, Colorado Springs and beyond!
- » **Check It Off.** Doing what we do best, we list the “must plays” along the Front Range.

FALL & WINTER SEASONS (October–January)

- » **Fall for Golf.** Showcasing autumn's glory, we take you to the most scenic golf getaways across Colorado and the region.
- » **Play Away.** Come with us to the warm-weather destinations of Arizona, Nevada, Utah, California and the resorts, golf courses and lifestyle that makes them great.
- » **Tee the World.** During our cold months, travel with us to amazing golf destinations across the globe, including Hawaii, Mexico, South Africa, New Zealand and more!

PRINT

TOTAL PRINT CIRCULATION

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

12,000 subscribers,
16,200 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,
Arizona Spring Training,
Event & Tournament Guide
(Feb/Mar) **ad close: 1/15**

APRIL

Private Club Guide,
Annual Gear Preview
ad close: 3/11

MAY

Health and Fitness
ad close: 4/8

JUNE

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

JULY

Peak Season
Colorado Mountain
Golf and Travel
ad close: 6/10

AUG/SEPT

Mile High Golf at \$52.80,
ad close: 7/8

FALL

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

WINTER

Warm-Weather Travel
Destinations in the U.S.
and Abroad
(Dec/Jan) **ad close: 11/4**

THE WEBSITE

coloradoavidgolfer.com

- » Mobile-friendly and responsive on any device
 - » Optimized user experience
- » Clean design with powerful advertising opportunities
 - » Increased video output and opportunities
 - » Integrated content marketing opportunities
 - » Intuitive category structure and navigation

54,400 AVERAGE MONTHLY PAGE VIEWS

25,000 AVERAGE MONTHLY UNIQUE VISITORS

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

- » 6,445 Facebook Fans
- » 2,406 Twitter Followers
- » 2,716 Instagram Followers
- » Boosted Content Marketing
 - » Behavioral Targeting
 - » Relationship Building

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 Country Club at Castle Pines

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

100+ 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

PRINT AD SPECS

All dimensions are listed in inches, width X height.

FULL PAGE AD SIZES

MUST include bleed area. DO NOT include crop marks.

TWO PAGE SPREAD

BLEED SIZE: 17" X 11.125"

LIVE AREA: 16.25" X 10.375"

TRIM SIZE: 16.75" X 10.875"

NOTE: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

FULL PAGE SINGLE

BLEED SIZE: 8.5" X 11.125"

LIVE AREA: 7.875" X 10.375"

TRIM SIZE: 8.375" X 10.875"

FRACTIONAL AD SIZES

DO NOT bleed. DO NOT include crop marks.

2/3 VERTICAL: 4.75" X 10"

1/2 VERTICAL: 4.75" X 7.375"

1/3 VERTICAL: 2.25" X 10"

1/2 HORIZONTAL: 7.375" X 4.8542"

1/3 SQUARE: 4.75" X 4.875"

1/6 HORIZONTAL: 4.75" X 2.3125"

FILE REQUIREMENTS

Press-optimized PDF File Format is preferred (PDF/X-4:2008).

Please DO NOT include crop marks in your file.

Ads should be designed and saved at 100% size, CMYK color profile at 300 dpi.

IMAGE RESOLUTION

300 dpi is required for all image files. 72 dpi files are not acceptable.

Ad materials supplied with low resolution images and/or graphics will be returned.

COLOR PROFILE

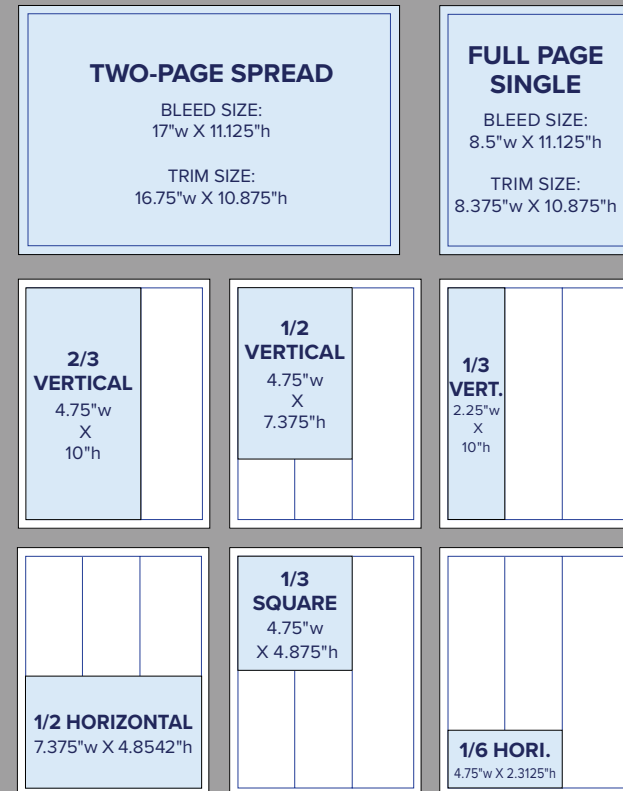
Specify all colors in your ad as CMYK process colors.

Rather than using 100% black to make a black background, use the formula 75% cyan, 68% magenta, 67% yellow, and 90% black for a denser, rich black.

SUBMISSION INFO

E-MAIL ALL AD MATERIALS TO chelsea@coloradoavidgolfer.com. Please proofread your ad for errors before sending.

Materials are due at ad close. Please contact chelsea@coloradoavidgolfer.com with any questions regarding file preparation.



GATEFOLDS & INSERTS

Please contact chelsea@coloradoavidgolfer.com for specifications for gatefolds, bound-in inserts and loose inserts. Artwork MUST be approved by printer one week prior to materials due deadline.

DIGITAL AD SPECS

All dimensions are listed in pixels, width X height.
All non-video assets should be STATIC image @ 72 ppi, under 100 kb in size, JPG/PNG format.

COLORADO AVIDGOLFER WEBSITE

Components of ads are listed below. Ad types can be applied to the page categories noted.

IMPACT BANNER: 1600 x 300

Static image and URL link
Home, Golf Passport, Events, Travel, Features

EXCLUSIVE DEALS: 640 x 385

Image with text and button overlay
Home

LARGE BLACK & WHITE IMAGE: 960 x 960

Static image with text overlay and button
Travel, Features

MAP FEATURE (size varies)

Image and 40 words of copy
Travel

COVER AD OR VIDEO: 1500 x 600

Image or Vimeo/YouTube link
Events, Travel, Features

ONLINE PROMO: 640 x 385

Static image with text overlay
Travel

IMPACT SIDEBAR BANNER: 300 x 600

Static image and URL link
Travel, Features

CONTENT FEATURE (size varies)

Static image with text underlay
Travel, Features

COLORADO AVIDGOLFER BLOG PAGES

The following sizes are available on blog pages only.

LEADERBOARD: 728 x 90 and 320 x 50

Image or Vimeo/YouTube link
NOTE: Both sizes required

BANNER: 300 x 250

Static image and URL link

WEEKLY E-NEWSLETTER

The following sizes are available in the weekly e-newsletter.

LEADERBOARD: 728 x 90

Static ad only, no flash files accepted

PROMO OFFER: 350 x 292

Static image and URL link with text underlay

BILLBOARD: 600 x 300

Static ad only, no flash files accepted

CONTENT MARKETING FEATURE

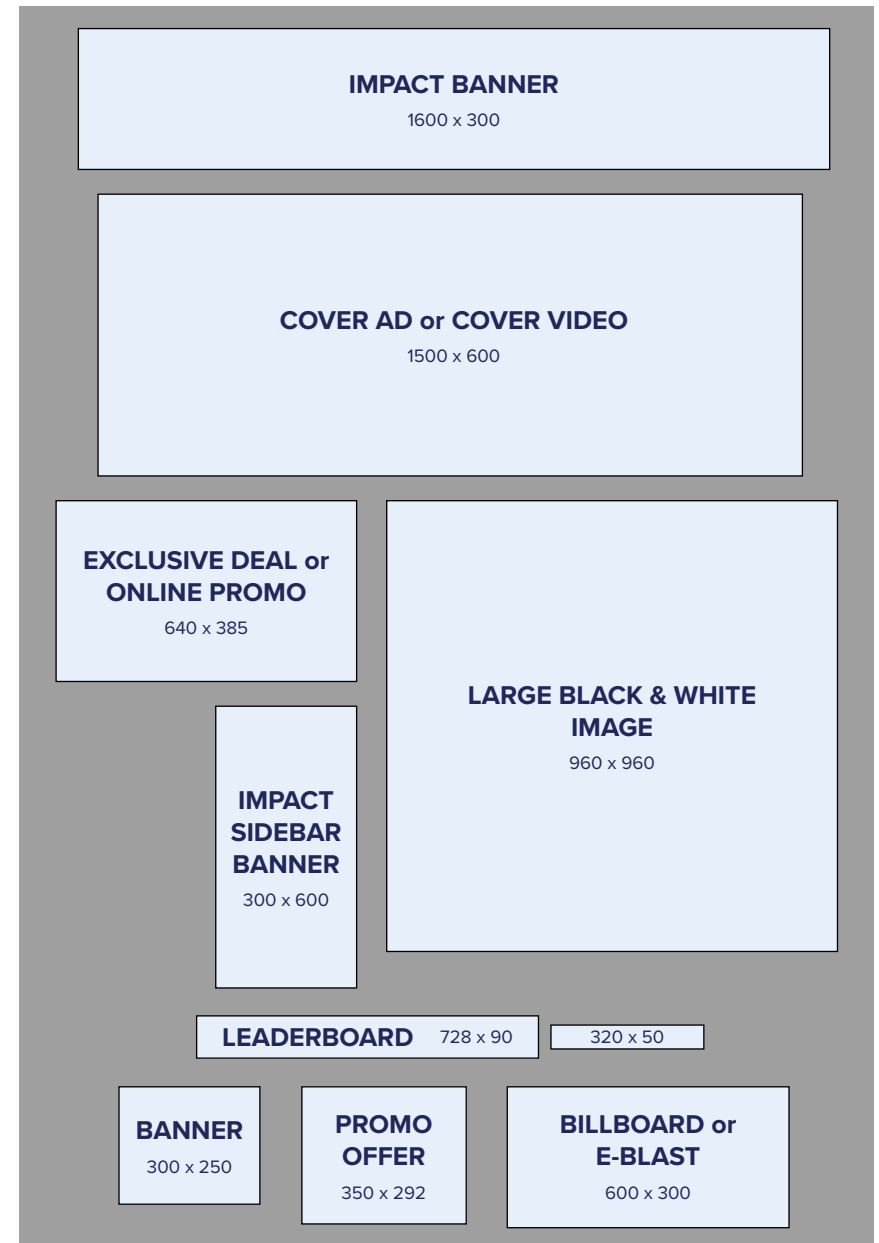
3-5 images & 300-500 words of content copy

E-BLAST

The following sizes are available in exclusive email blasts.

600 X 300 or 600 X 600

Static image with ~100 words of promotional copy and URL clickthrough link



SUBMISSION INFO

E-MAIL ALL AD MATERIALS TO drew@coloradoavidgolfer.com. Please proofread your ad for errors before sending.

Materials are due one week before contracted start date. Please contact drew@coloradoavidgolfer.com with any questions.

CONTACT

MEDIA INQUIRIES

For more information on integrated marketing solutions and rates, please contact your account rep at **720-493-1729** or via e-mail info@coloradoavidgolfer.com

PRINT ADVERTISING INFORMATION

Materials are due at ad close.

Proofread your ad (check spelling, address, phone number, etc.).

FOR ANY QUESTIONS regarding file preparation and to **SUBMIT PRINT AD MATERIALS**, please e-mail chelsea@coloradoavidgolfer.com

DIGITAL ADVERTISING INFORMATION

Materials are due one week before contracted campaign start date.

Proofread your ad (check spelling, address, phone number, etc.).

FOR ANY QUESTIONS regarding file preparation and to **SUBMIT DIGITAL AD MATERIALS**, please e-mail drew@coloradoavidgolfer.com