

# 2021 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**

424,000 readers  
100,000 digital issue readers

## **DIGITAL**

650,000 page views  
290,000 unique visitors

## **E-MARKETING**

35,000-40,000 e-newsletter subscribers

## **SOCIAL MEDIA**

12,000+ 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

424,000 annual readership  
Average of 27,000 copies per issue

12,000 subscribers,  
14,500 single copy

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

## EXCLUSIVE PRIVATE CLUB SUBSCRIBER PROGRAM

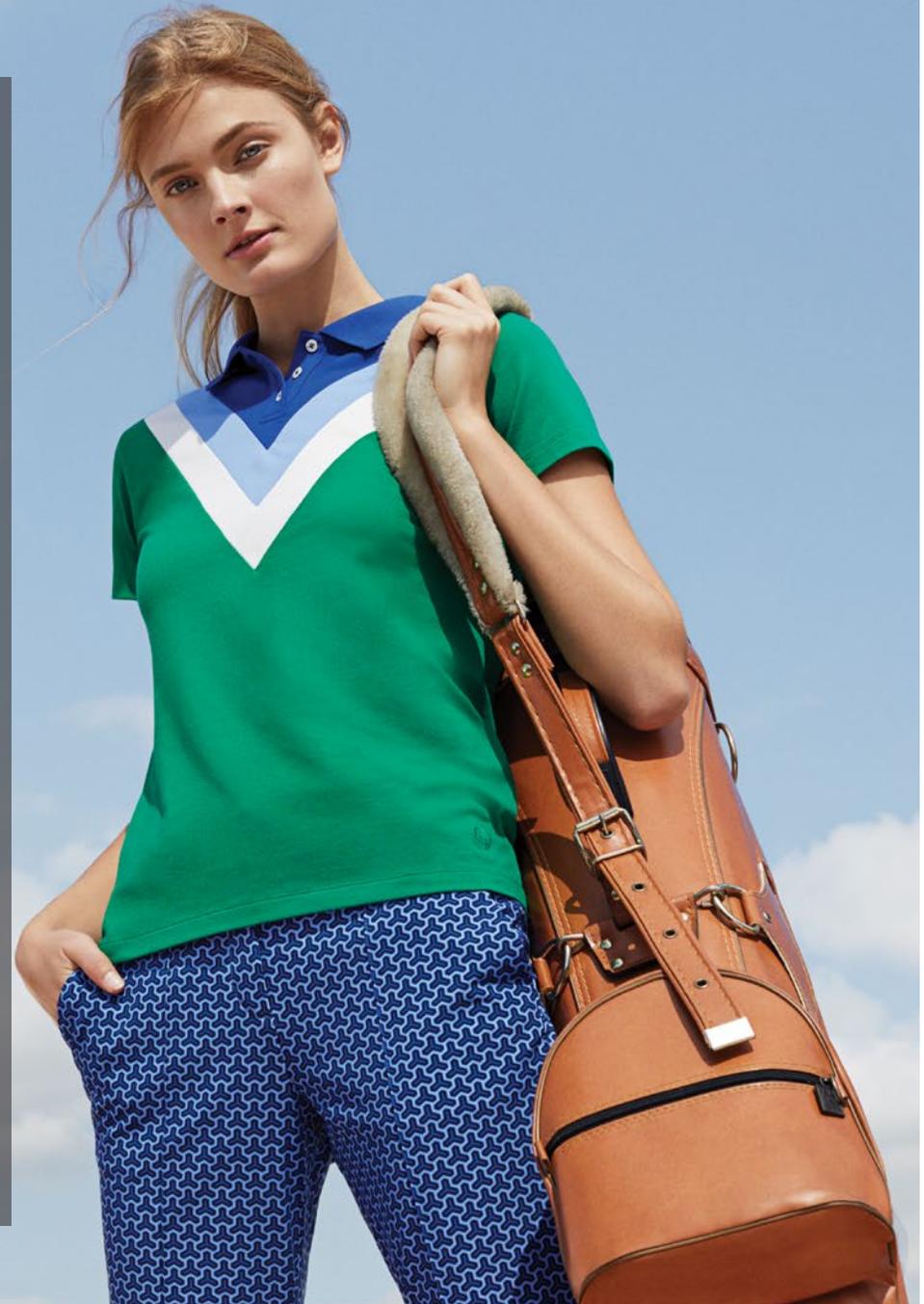
As a member benefit, 34 private country clubs provide a mailed subscription of Colorado AvidGolfer to their members.

## 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,  
Arizona Spring Training,  
Event & Tournament Guide  
(Feb/Mar) **ad close: 1/21**

## JUNE

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

## FALL

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

## APRIL

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

## JULY

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

## WINTER

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

## MAY

Health and Fitness  
**ad close: 4/8**

## AUG/SEPT

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

# THE WEBSITE

[coloradoavidgolfer.com](http://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

**60,000+ AVERAGE MONTHLY PAGE VIEWS**

**28,000+ AVERAGE MONTHLY UNIQUE VISITORS**

# E-PLATFORM

## WEEKLY AND EXCLUSIVE CLIENT BLASTS

- » 35,000-40,000 Opt-In E-Subscribers
  - » 20%-35% Open Rate
- » Weekly & exclusive client blasts
  - » Mobile-friendly design
  - » Fresh weekly content
- » Golf deals and travel packages



# SOCIAL IMPACT

## INTERACTION AND ENGAGEMENT STRATEGIES

- » 12,000+ Social Media Followers
- » 6,600+ Facebook Fans
- » 3,000+ Instagram Followers
- » 2,400+ Twitter 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: 4,200+  
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](mailto:chelsea@coloradoavidgolfer.com). Please proofread your ad for errors before sending.

Materials are due at ad close. Please contact [chelsea@coloradoavidgolfer.com](mailto:chelsea@coloradoavidgolfer.com) with any questions regarding file preparation.

**TWO-PAGE SPREAD**  
BLEED SIZE: 17"w X 11.125"h  
TRIM SIZE: 16.75"w X 10.875"h

**FULL PAGE SINGLE**  
BLEED SIZE: 8.5"w X 11.125"h  
TRIM SIZE: 8.375"w X 10.875"h

**2/3 VERTICAL**  
4.75"w X 10"h

**1/2 VERTICAL**  
4.75"w X 7.375"h

**1/3 VERT.**  
2.25"w X 10"h

**1/2 HORIZONTAL**  
7.375"w X 4.8542"h

**1/3 SQUARE**  
4.75"w X 4.875"h

**1/6 HORI.**  
4.75"w X 2.3125"h

**GATEFOLDS & INSERTS**  
Please contact [chelsea@coloradoavidgolfer.com](mailto: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

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All dimensions are listed in PIXELS, width X height.

All assets should be STATIC images @ 300 ppi, approximately 100 kb in size, JPG/PNG format.

## COLORADO AVIDGOLFER WEBSITE

Available on various pages throughout the site.

### TOP/BOTTOM IMPACT BANNER: 1600 x 300

Dynamic image with link

### ONLINE PROMO: 1400 x 500

Image in slider with gray overlay and promotional copy

### SPONSORED ONLINE FEATURE

300-500 word featured article with images

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## COLORADO AVIDGOLFER FEATURE PAGES

Available on all Feature and Travel pages.

### LEADERBOARD: 728 X 90 AND 320 X 50

Static image and URL link

**Note: Both sizes required**

### SIDEBAR AD: 300 X 250

Static image and URL link

## WEEKLY E-NEWSLETTER

Available in the weekly e-newsletter.

### LEADERBOARD: 728 X 90

Static ad only, no flash files accepted

### BILLBOARD: 600 X 300

Static ad only, no flash files accepted

### PROMO OFFER: 350 X 292

Static image and URL link with text underlay

### SPONSORED E-NEWSLETTER FEATURE

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

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## DEDICATED E-BLAST

Available in exclusive email blasts.

### 600 X 300 OR 600 X 600

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

## SUBMISSION INFO

**E-MAIL ALL AD MATERIALS TO** [lacey@coloradoavidgolfer.com](mailto:lacey@coloradoavidgolfer.com). Please proofread your ad for errors before sending.

Materials are due one week before contracted start date. Please contact [lacey@coloradoavidgolfer.com](mailto:lacey@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](mailto: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](mailto: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 [lacey@coloradoavidgolfer.com](mailto:lacey@coloradoavidgolfer.com)