

# 2022 DIGITAL 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

20  
YEARS  
OF EXCELLENCE  
2002-2022



# 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

814,276 page views  
248,106 unique visitors

## E-MARKETING

38,000-40,000 e-newsletter subscribers

## SOCIAL MEDIA

12,600+ 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 (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 (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 (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!



# 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

**90,000+ AVERAGE MONTHLY PAGE VIEWS**

**27,500+ AVERAGE MONTHLY VISITORS**

# E-PLATFORM

## WEEKLY AND EXCLUSIVE CLIENT BLASTS

- » 38,000-40,000 Opt-In E-Subscribers
  - » 22%-49% Open Rate
- » Weekly & exclusive client blasts
  - » Mobile-friendly design
  - » Fresh weekly content
- » Golf deals and travel packages



# SOCIAL IMPACT

## INTERACTION AND ENGAGEMENT STRATEGIES

- » 12,600+ Social Media Followers
- » 6,670+ Facebook Fans
- » 3,292+ Instagram Followers
- » 2,737+ Twitter Followers
- » Boosted Content Marketing
  - » Behavioral Targeting
  - » Relationship Building

# DIGITAL AD OPTIONS

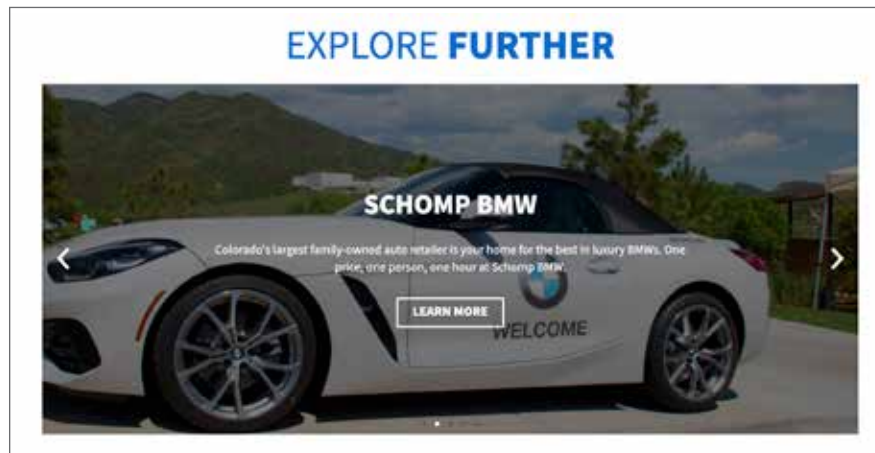
## COLORADOAVIDGOLFER.COM

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



# DIGITAL AD OPTIONS

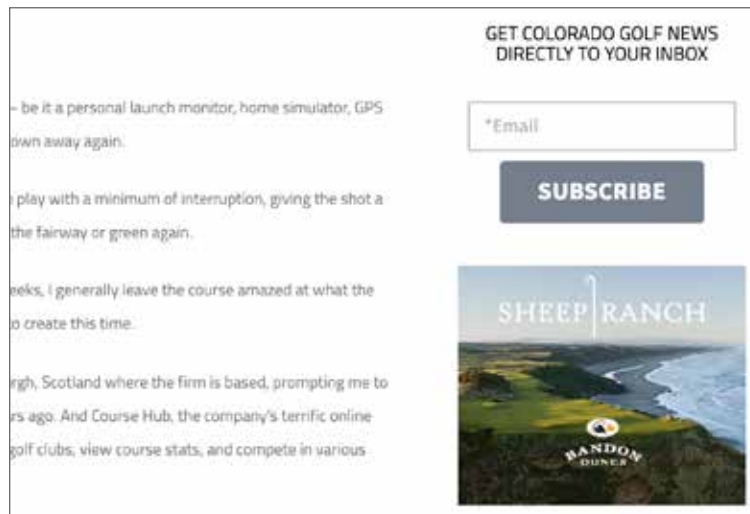
## COLORADOAVIDGOLFER.COM FEATURE PAGES



**LEADERBOARD: 728 X 90 (desktop) AND 320 X 50 (mobile)**

Static image and URL link

**NOTE:** Both sizes required



**SIDEBAR AD: 300 X 250**

Static image and URL link

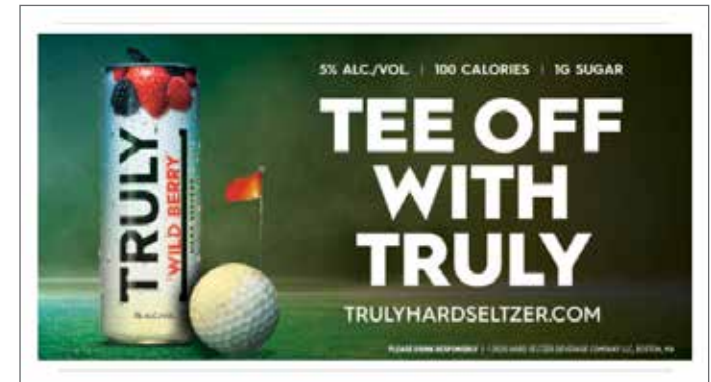
# DIGITAL AD OPTIONS

## WEEKLY E-NEWSLETTER



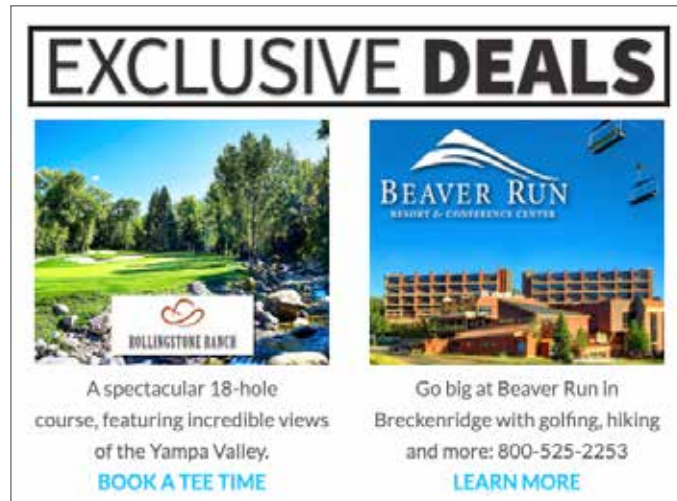
**LEADERBOARD: 728 X 90**

Static ad



**BILLBOARD: 600 X 300**

Static ad



**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



# DIGITAL AD OPTIONS

## DEDICATED E-BLAST



**AVIDGOLFER**  
*Exclusive*

**FOX HOLLOW**  
GOLF COURSE

**HOMESTEAD**  
GOLF COURSE

WHETHER you're a newcomer to the game, a scratch player, or somewhere in between Lakewood offers you 45 holes of championship golf over two distinctive courses. Fox Hollow features three unique nine-hole layouts, each offering

**600 X 300 OR 600 X 600**

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

# DIGITAL AD SPECS

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

## 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

## 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** [katie@coloradoavidgolfer.com](mailto:katie@coloradoavidgolfer.com). Please proofread your ad for errors before sending.

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



# DIGITAL AD RATES

## COLORADO AVIDGOLFER WEBSITE

ASSET	RATE
<b>TOP IMPACT BANNER</b> 1600x300	<b>\$3,000/month</b>
<b>BOTTOM IMPACT BANNER</b> 1600x300	<b>\$1,500/month</b>
<b>ONLINE PROMOS</b> 1400x500	<b>\$250/month</b>
<b>SPONSORED ONLINE FEATURE</b>	<b>\$500</b>

**ASSETS MAY APPEAR ON:** Home, Golf Passport, Events, Travel and/or Features pages. Consult your advertising representative for specifics.

## COLORADO AVIDGOLFER FEATURE PAGES

ASSET	RATE
<b>LEADERBOARD</b> 728x90 (desktop) & 320x50 (mobile)	<b>\$1,000/month</b>
<b>SIDEBAR AD</b> 300x250	<b>\$500/month</b>

## WEEKLY NEWSLETTER

ASSET	RATE
<b>LEADERBOARD AD</b> 728x90	<b>\$1,000/newsletter</b>
<b>BILLBOARD</b> 600x300	<b>\$1,500/newsletter</b>
<b>PROMO OFFER</b> 350x292	<b>\$250/newsletter</b>
<b>SPONSORED E-NEWSLETTER FEATURE</b>	<b>\$1,000/newsletter</b>

## DEDICATED E-BLAST

ASSET	RATE
<b>DEDICATED E-BLAST</b> 600x300 or 600x600	<b>\$3,000/blast</b>

# 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)

## 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 [katie@coloradoavidgolfer.com](mailto:katie@coloradoavidgolfer.com)