

2022 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 background of the page is a photograph of a golf course at sunset. In the foreground, there's a green fairway with a sand trap. In the middle ground, a group of golfers is on a green. The background shows rolling hills and mountains under a dramatic, cloudy sky with the sun low on the horizon, creating a warm, golden light.

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



“BRAND” 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!

PRINT

TOTAL PRINT CIRCULATION

460,000 annual readership
Average of **23,000** copies per issue

9,500 subscribers,
12,800 single copy

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

EXCLUSIVE PRIVATE CLUB SUBSCRIBER PROGRAM

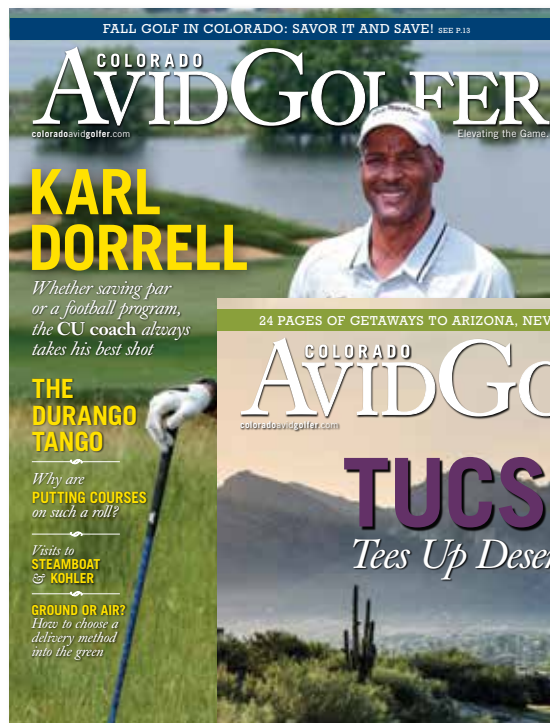
As a member benefit, 34 private country clubs provide a mailed subscription of Colorado AvidGolfer to their members.

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



PRINT 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,
(Feb/Mar)

APRIL

Private Club Guide,
Annual Gear Preview

MAY

Health and Fitness

JUNE

Peak Season
Colorado Mountain
Golf and Travel

JULY

Peak Season
Colorado Mountain
Golf and Travel

AUG/SEPT

Fall Golf in Colorado

FALL

Warm-Weather Golf Guide
to Arizona, Nevada,
California and Beyond
(Oct/Nov)

WINTER

Warm-Weather Travel
Destinations in the
U.S. and Abroad
(Dec/Jan)



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

90,000+ AVERAGE MONTHLY PAGE VIEWS

20,000+ AVERAGE MONTHLY UNIQUE 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

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

MOUNTAIN GOLF EXPERIENCE

(since 2008)

A Top Mountain Golf Weekend

PRIVATE CLUB DAYS

(since 2010)

Colorado's Only Private-Club Event Series

CUSTOM CLIENT EVENTS

THE GOLF PASSPORT

COLORADO'S PREMIER GOLF AND DINING PROGRAM

Annual Members: 5,100+
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
A Mesquite golf trip

PARTNER/SPONSOR BENEFITS INCLUDE

Exclusive Membership Opportunities
\$150,000+ in Marketing

RETAILERS

PGA TOUR Superstore, Costco
and other fine establishments



PRINT AD SPECS

FULL PAGE AD SIZES

All dimensions are listed in INCHES, width X height.

MUST include bleed area. Please **DO NOT** include crop marks.

TWO PAGE SPREAD MUST

include **0.25"** bleed area on **ALL** sides.

Please **DO NOT** include crop marks.

BLEED SIZE: 17.25" X 11.375"

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 MUST

include **0.25"** bleed area on **ALL** sides

Please **DO NOT** include crop marks.

BLEED SIZE: 8.875" X 11.375"

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 9.875"

1/2 VERTICAL: 4.75" X 7.375"

1/3 VERTICAL: 2.25" X 9.875"

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

Files should be created in the appropriate size as indicated below.

Fees will be incurred for files that we have to modify or recreate.

Press-optimized PDF File Format is preferred (PDF/X-4:2008), you may include bleed marks but please **DO NOT** include crop marks in your file.

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 michelle@coloradoavidgolfer.com. Please proofread your ad for errors before sending.

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

TWO-PAGE SPREAD

BLEED SIZE:
17.25"w X 11.375"h

TRIM SIZE:
16.75"w X 10.875"h

FULL PAGE SINGLE

BLEED SIZE:
8.875"w X 11.375"h

TRIM SIZE:
8.375"w X 10.875"h

2/3 VERTICAL

4.75"w
X
9.875"h

1/2 VERTICAL

4.75"w
X
7.375"h

1/3 VERT.

2.25"w
X
9.875"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 michelle@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 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. Please proofread your ad for errors before sending.

Materials are due one week before contracted start date. Please contact katie@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 michelle@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 katie@coloradoavidgolfer.com

