

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.
- **Play Ball!** Visit the best places in Arizona for golf, baseball and more during Spring Training.
- **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!

SAVANNAH
VILAUBI AS
FEATURED
ON THE
COVER OF
THE MAY
2022 ISSUE

PHOTO BY JUSTIN
TAPOVAL CLARKSON
CREATIVE
PHOTOGRAPHY

Website

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

BY THE NUMBERS

90K+
AVERAGE
MONTHLY
PAGE VIEWS

20K+
AVERAGE
MONTHLY
UNIQUE
VISITORS

DENVER
BRONCO'S
ALL-PRO
SAFETY,
JUSTIN
SIMMONS, AS
FEATURED
IN OUR JUNE
2022 ISSUE

PHOTO BY JUSTIN
TAFERVA CLARKSON
CREATIVE
PHOTOGRAPHY

E-Platform

WEEKLY AND EXCLUSIVE CLIENT BLASTS

40K+
opt-in
e-subscribers
content

22%-49%
open rate
packages

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

6,729+
Facebook
Fans

3,456+
Instagram
Followers

2,483+
Twitter
Followers

BOOSTED
Content
Marketing

BEHAVIORAL
Targeting

RELATIONSHIP
Building

