



Colorado's

**PREMIER
MEDIA
BRAND** *for*
**GOLF
LIFESTYLE &
TRAVEL**

Media Kit | '24

Colorado
AvidGolfer



COLORADO
SECTION



COLORADO GOLF
ASSOCIATION



INSPIRATO
COLORADO OPEN



MEDIA PARTNERS

Colorado
AvidGolfer

The Mission

**To be Colorado's premier Golf Resource and
Visionary Brand, driving incremental revenue
and brand awareness for customers**



Colorado
AvidGolfer

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!

THE GOLF PASSPORT

Colorado's premier golf and dining membership program

EVENTS

8 major events

WEBSITE

983K page views
253K unique visitors

E-MARKETING

40K+ e-newsletter subscribers

PRINT

400K annual readership
320K annual digital readership

SOCIAL MEDIA

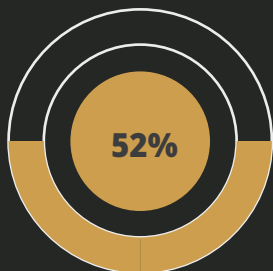
13K+ followers

Sources: Google Analytics, Facebook, Instagram, X, Internal Numbers

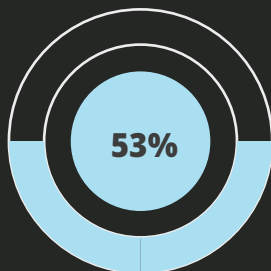


Audience

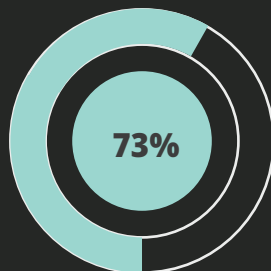
GOLFMINDED



Member at a
Private Club

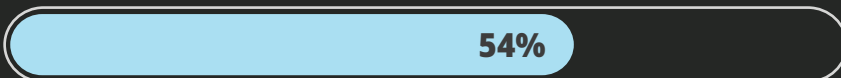


Plays Golf at
Resort Courses



Plays More than
25 Rounds per Year

TRAVELSAVVY



Will Take 2-3 Golf Vacations within Colorado



Will Take 2-3 Golf Vacations Outside Colorado

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

AFFLUENT AND WELL EDUCATED

88%
MEN

12%
WOMEN

\$146K
AVG. HH INCOME

49
MEDIAN AGE

92%
COLLEGE EDUCATED

48%
LIVE IN THE TOP 25
WEALTHIEST ZIP CODES
IN METRO DENVER

PARTNERS,
OWNERS OR
EXECUTIVES

59%



Audience Purchasing Power

PURCHASE PLANS OVER
THE NEXT 12 MONTHS

25%

Will buy **fine jewelry**

40%

Will hire a **financial advisor**

73%

Will dine out a minimum of
2x per week

45%

Will buy **health/auto/
life insurance**

33%

Will buy
real estate

88%

Will buy **golf
equipment/gear**

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.
- **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.
- **Inspirato Colorado Opens.** Held at Green Valley Ranch Golf Club in Denver, Colorado.
- **BMW Championship**
- **The Ascendant presented by Blue**

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 READERSHIP



400K

Annual Magazine Readership

50K

Average Readers per Issue

8x

Published Magazine Issues per Year, Award Winning Content

40K+

Digital Copy Magazine Subscribers

10K+

Magazine Subscribers

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 150 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

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 has been the "Official Colorado Golf Media Partner" of all PGA, LPGA and USGA Championships played in Colorado.

Print Editorial Calendar

OUR AWARD-WINNING EDITORIAL encourages readers to embrace the game of golf and the active lifestyle surrounding it.

SPRING

(Feb/Mar)

Annual CAGGY Awards,
Arizona Spring Training

APRIL

Private Club Guide,
Annual Gear Preview

MAY

Health and Fitness

JUNE

Peak Season
Colorado Mountain
Golf and Travel
Inspirato Colorado Women's Open

JULY

Peak Season
Colorado Mountain, Golf and Travel
Inspirato Colorado Open
The Ascendant presented by Blue

AUG/SEPT

Fall Golf in Colorado
Inspirato Colorado Senior Open
BMW Championship

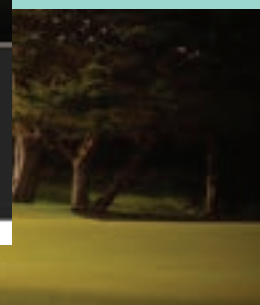
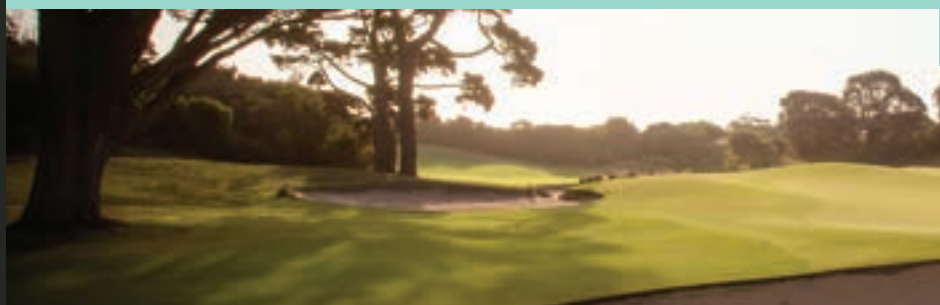
FALL

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

WINTER

(Dec/Jan)

Warm-Weather Travel Destinations in the
U.S. and Abroad



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



FORMER
DENVER
BRONCOS WR
BRANDON
STOKLEY, AS
FEATURED
IN OUR JULY
2023 ISSUE
PHOTO BY JOHN LEYBA

E-Platform

WEEKLY AND EXCLUSIVE CLIENT BLASTS

Weekly &
exclusive client
email blasts

Mobile-friendly
design

Fresh weekly
content

Golf deals and
travel packages

OPEN RATE
FOR GOLF
PACKAGES

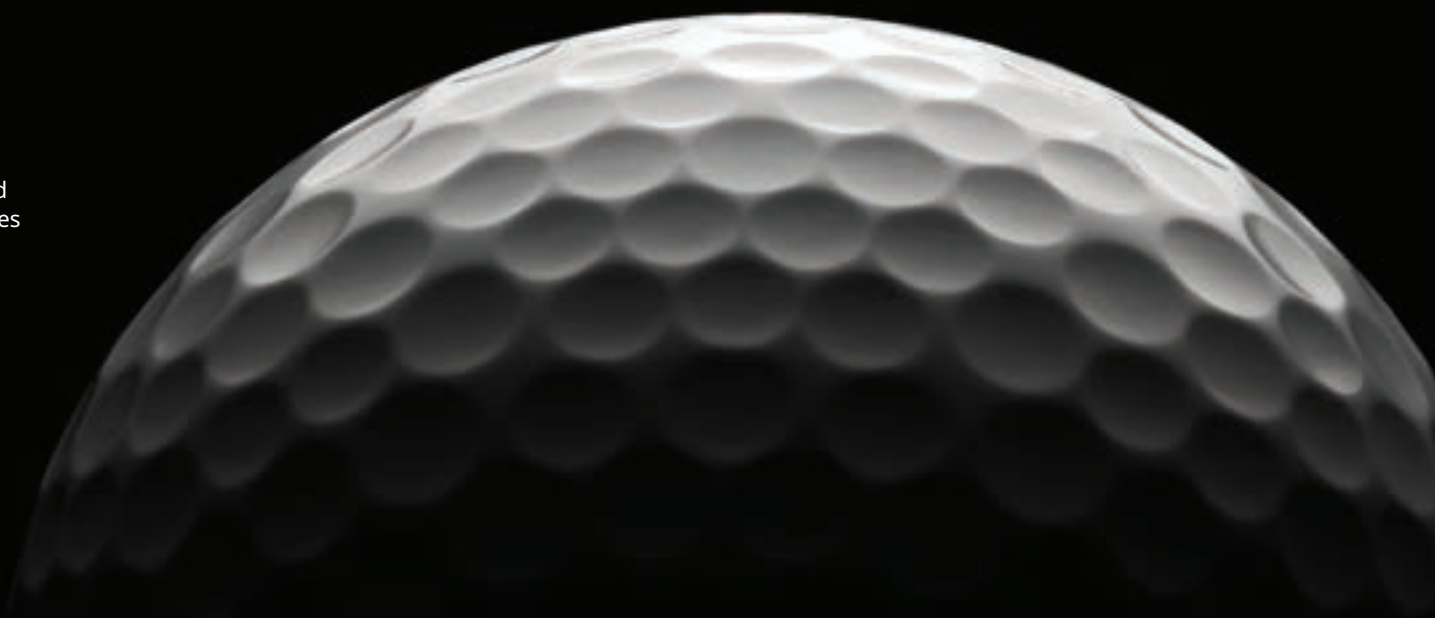


.....○

22%
49% ^{TO}

40K+

OPT-IN
E-SUBSCRIBERS



Social Impact

INTERACTION AND ENGAGEMENT STRATEGIES

BOOSTED

Content
Marketing

BEHAVIORAL

Targeting

RELATIONSHIP

Building

Facebook
Followers

6.8K

X
Followers

2.5K

Social Media
Followers
Across all
Platforms

13K

IG
Followers

3.7K





Events

CONSUMER-BASED EXPERIENTIAL OPPORTUNITIES

More than 1,200 high-end golfers and community influencers reached.

THE TOURNAMENT SERIES

(since 2007)

3 or 4-Event, 3 or 4-Course Series
Different venues every year

SCHOMP BMW CUP

(since 2005)

The Ultimate Corporate Golf Event

PRIVATE CLUB DAYS

(since 2010)

Colorado's Premier Private-Club
Event Series

WHEELS OF DREAMS

(since 2021)

A Charity Event Like No Other

The Golf Passport

COLORADO'S PREMIER
GOLF AND DINING PROGRAM.
ACCESS TO OVER 60 PUBLIC,
RESORT & PRIVATE GOLF
COURSE OFFERINGS.

ADDITIONAL MEMBERSHIP BENEFITS

50+

Denver Restaurant Offers

12

Callaway Golf Balls

PARTNER/SPONSOR BENEFITS
EXCLUSIVE MEMBERSHIP OPPORTUNITIES

\$150K+

In Marketing Opportunities

**OUR
RETAILERS**

PGA TOUR SUPERSTORE, HANGAR CLUB
COSTCO, COLORADO GOLF EXPO
AND OTHER FINE ESTABLISHMENTS



**TWO-PAGE
SPREAD**

**FULL PAGE
SINGLE**

**1/3
SQUARE**

1/2 HORIZONTAL

**2/3
VERTICAL**

1/3 VERTICAL

**1/2
VERTICAL**

1/6 HOR.

Print Ad Specs

All dimensions are listed in inches, width x height. If your two page spread or full page ad has a bleed, do not include crop marks. Scan the QR code below for an explanation of bleed, safe/live and trim area dimensions!

DIMENSIONS TWO PAGE SPREAD

BLEED Size: 17.25" x 11.375"

TRIM Size: 16.75" x 10.875"

SAFE/LIVE Area: 16.25" x 10.375"

FULL PAGE AD

BLEED Size: **8.875" x 11.375"**

TRIM Size: **8.375" x 10.875"**

SAFE/LIVE Area: **7.875" x 10.375"**

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

FRACTIONAL ADS

Do not include bleed or crop marks.

1/3 Square: 4.75" x 4.875"

1/2 Horizontal: 7.375" x 4.8542"

2/3 Vertical: 4.75" x 9.875"

1/3 Vertical: 2.25" x 9.875"

1/2 Vertical: 4.75" x 7.375"

1/6 Horizontal: 4.75" x 2.3125"

GATEFOLDS & INSERTS

Contact cdeconna@coloradoavidgolfer.com for specifications on gatefolds, bound-in inserts and loose inserts. Artwork must be approved by printer one week prior to materials due deadline.

FILE REQUIREMENTS

Files should be created in the appropriate size as indicated to the left. Fees will be incurred for files that we have to modify or recreate. Press-optimized PDF File Format is preferred (PDF/X-4:2008). Do not include crop marks in your file.

IMAGE RESOLUTION

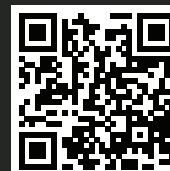
300 dpi is required for all image files. 72 dpi files are not acceptable. Ad materials supplied with low resolution images and/or graphics will be returned.

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 60% cyan, 40% magenta, 30% yellow, and 100% black for a denser, rich black.

SUBMISSION INFO

Please proofread your ad for errors before sending. All ad materials are due at ad close. For any questions regarding file preparation, deadlines, or to send your press ready files, email Chris DeConna., the Colorado AvidGolfer Art Director, at cdeconna@coloradoavidgolfer.com.



**NOT SURE OF
WHAT BLEED,
TRIM AND SAFE/
LIVE AREA ARE?
<<< SCAN HERE**

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 brandon@coloradoavidgolfer.com. Please proofread your ad for errors before sending. Materials are due one week before contracted start date. Please contact brandon@coloradoavidgolfer.com with any questions.

Brands That Trust Us!

Premier brands across all industries have used and trusted Colorado AvidGolfer since 2002!



**PGA TOUR
SUPERSTORE**

KOELBEL



**THE BROADMOOR
GOLF CLUB**

PARK MEADOWS
COLORADO'S ONLY RETAIL RESORT

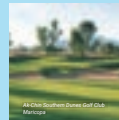


Elevate Your Desert Golf Experience

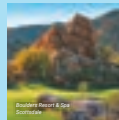
Enjoy Arizona's finest courses at the best available rates!

Tee Times • Group Outings • Vacation Packages

TroonGolfAZ.com



At Chen Southern Desert Golf Club
Maricopa



Brookline Resort & Spa
Scottsdale



Golf Club of Estrella
Gardner

TROON GOLF



Colorado's Best 36 Holes
GOLF WITH ALTITUDE



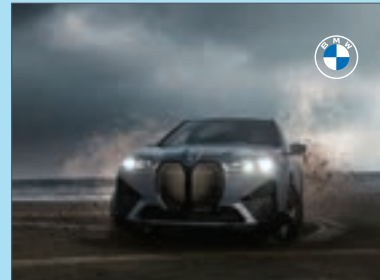
Keystone offers 36 holes of Rocky Mountain golf at one incredible mountain resort starting at \$205 per player. Golf fees include your golf car use, practice facility access, and practice balls.

Journey up and down through pine forests & sage meadows, over the river and around a lake as you experience two distinct golf courses, Keystone Ranch & The River Course. Enjoy panoramic views and exceptional service.

Bring your group for an unforgettable day or take advantage of free day of arrival golf & unlimited same-day play when you stay & play.

ColfKeystone.com

(970) 496-1520



ALL-ELECTRIC ADRENALINE

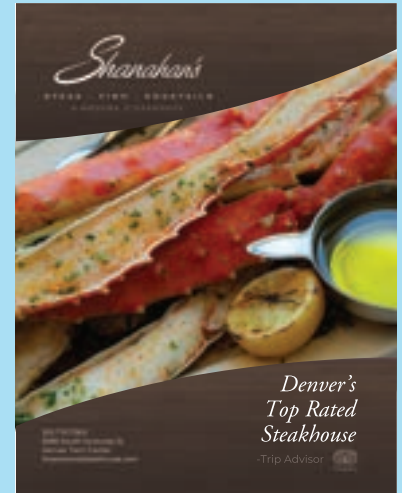
DISCOVER THE ALL-NEW ALL-ELECTRIC BMW iX M60

Feel the adrenaline that comes from dual high-performance electric motors delivering 610 horsepower and up to 811 lb-ft torque, and reach 0-60 mph in 3.6 seconds with Launch Control. The iX M60 also comes equipped with xDrive – intelligent all-wheel drive with a rear-axle for sporty driving – and achieves an estimated range of up to 380 miles.

Discover even more reasons to go all-electric. With the 2022 BMW iX, you'll save money and time and reduce your environmental impact.

When you think of electric, think of Schomp BMW – One Price. One Person. One Hour.®

Schomp BMW • 1180 Plum Valley Lane, Highlands Ranch, CO 80129 • 855.971.9641 • schompbmw.com



*Denver's
Top Rated
Steakhouse*

*Trip Advisor

Contact

MEDIA INQUIRIES

For more information on integrated marketing solutions and rates, please contact Allen Walters.

720-493-1729 ext. 2
allen@coloradoavidgolfer.com

PRINT AD INFORMATION

Materials are due at ad close.

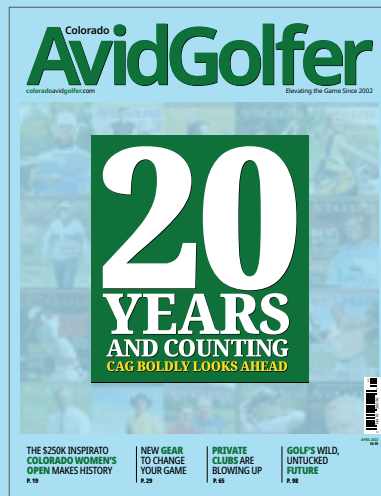
For any questions and to submit print ad materials, please contact the Colorado AvidGolfer Art Director, Chris DeConna or go to page 14 for more information.

cdeconna@coloradoavidgolfer.com

DIGITAL AD INFORMATION

Materials are due one week before contracted campaign start date. For any questions and to submit digital ad materials, please contact Brandon Kusek, the Colorado AvidGolfer Digital Marketing Manager or go to page 15 for more information.

brandon@coloradoavidgolfer.com



GOLF **NEWS.** **STORIES.** **TRAVEL.** **TECH.**

Delivered to You.



COLORADO**AVID**GOLFER



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