Colorado’s PREMIER MEDIA BRAND for GOLF LIFESTYLE & TRAVEL

Media Kit / ‘24
The Mission

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

- 52% Member at a Private Club
- 53% Plays Golf at Resort Courses
- 73% Plays More than 25 Rounds per Year

TRAVELSAVVY

- 54% Will Take 2-3 Golf Vacations within Colorado
- 59% Will Take 2-3 Golf Vacations Outside Colorado

AFFLUENT AND WELL EDUCATED

- 88% Men
- 12% Women
- $146K Avg. HH Income
- 49 Median Age
- 92% College Educated
- 59% Partners, Owners or Executives

LIVE IN THE TOP 25 WEALTHIEST ZIP CODES IN METRO DENVER

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

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

88% Will buy golf equipment/gear

33% Will buy real estate

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.

---

**COLORADO’S CHAMPION**

CLARK WINS BIG; SEEKS MORE

**FATHER’S DAY BRINGS OUT BEST FOR DAD**

**COLORADO TRAVEL DESTINATIONS**

PEBBLE BEACH US WOMEN’S OPEN VISITS
BOURBON BOOM COLORADO’S BEST BOTTLES
MOLLY GREENBLATT WINS KIRCHNER AWARD

**PINS & ACES GROWS**

**JUNE 2023**

$6.95

**COLORADO’S CHAMPION**

CLARK WINS BIG; SEEKS MORE

**FATHER’S DAY BRINGS OUT BEST FOR DAD**

**COLORADO TRAVEL DESTINATIONS**

PEBBLE BEACH US WOMEN’S OPEN VISITS
BOURBON BOOM COLORADO’S BEST BOTTLES
MOLLY GREENBLATT WINS KIRCHNER AWARD

**PINS & ACES GROWS**
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 Open
The Ascendant presented by Blue

**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
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% OPEN RATES TO 49%

40K+ OPT-IN E-SUBSCRIBERS
Social Impact
INTERACTION AND ENGAGEMENT STRATEGIES

BOOSTED
Content Marketing

BEHAVIORAL
Targeting

RELATIONSHIP
Building

Facebook Followers
6.8K

Social Media Followers Across all Platforms
13K

IG Followers
3.7K

X Followers
2.5K
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

Annual Members

OVER 5K
**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

- **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.

<table>
<thead>
<tr>
<th>COLORADO AVIDGOLFER WEBSITE</th>
<th>WEEKLY E-NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available on various pages throughout the site.</td>
<td>Available in the weekly e-newsletter.</td>
</tr>
<tr>
<td><strong>TOP/BOTTOM IMPACT BANNER:</strong> 1600 X 300</td>
<td><strong>LEADERBOARD:</strong> 728 X 90</td>
</tr>
<tr>
<td>Dynamic image with link</td>
<td>Static ad only, no flash files accepted</td>
</tr>
<tr>
<td><strong>ONLINE PROMO:</strong> 1400 X 500</td>
<td><strong>BILLBOARD:</strong> 600 X 300</td>
</tr>
<tr>
<td>Image in slider with gray overlay and promotional copy</td>
<td>Static ad only, no flash files accepted</td>
</tr>
<tr>
<td><strong>SPONSORED ONLINE FEATURE</strong></td>
<td><strong>PROMO OFFER:</strong> 350 X 292</td>
</tr>
<tr>
<td>300-500 word featured article with images</td>
<td>Static image and URL link with text underlay</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLORADO AVIDGOLFER FEATURE PAGES</th>
<th>SPONSORED E-NEWSLETTER FEATURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available on all Feature and Travel pages.</td>
<td>3-5 images &amp; 300-500 words of content copy</td>
</tr>
<tr>
<td><strong>LEADERBOARD:</strong> 728 X 90 and 320 X 50</td>
<td><strong>DEDICATED E-BLAST</strong></td>
</tr>
<tr>
<td>Static image and URL link</td>
<td>Available in exclusive email blasts.</td>
</tr>
<tr>
<td><strong>Note:</strong> Both sizes required</td>
<td><strong>600 X 300 or 600 X 600</strong></td>
</tr>
<tr>
<td><strong>SIDEBAR AD:</strong> 300 X 250</td>
<td>Static image or video with ~100 words of promotional copy and URL clickthrough link</td>
</tr>
<tr>
<td>Static image and URL link</td>
<td></td>
</tr>
</tbody>
</table>

**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!

Elevate Your Desert Golf Experience
Enjoy Arizona's finest courses at the best available rates!

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

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

Colorado's Best 36 Holes
GOLF WITH ALTITUDE

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.

Keystone: 855-971-9641
ColoradoAvidGolfer.com

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 of torque, and paddle shifters reintroduced with custom Controls. The iX M60 also comes equipped with a fixed rear-wheel drive and a rear-axle power steering - and delivers an estimated range of up to 280 miles.

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

When you think of electric, think of Schomp BMW — Denver’s Top Rated Steakhouse — Trip Advisor

All offers are available at Schomp BMW through BMW Financial Services. ©2022 BMW of North America, LLC. The BMW name, model names and logo are registered trademarks.
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