

Colorado
AvidGolfer



2026 | PRINT, DIGITAL AND SOCIAL MEDIA KIT

COLORADOAVIDGOLFER.COM

GOLF. LIFESTYLE. EXCELLENCE.

Welcome to Colorado AvidGolfer, where the worlds of golf and lifestyle converge to create a unique and enriching experience for our readers. Founded with a passion for the game and a love for the finer things in life, our magazine is dedicated to those who seek excellence on the green and beyond. We are committed to bringing you the latest in golf trends, expert advice, travel destinations, golf deals, wellness tips, and exclusive interviews with the personalities shaping the sport.



OUR REACH.

Colorado AvidGolfer connects Colorado's golf and lifestyle community through its statewide print & digital magazine and vibrant social media presence. Reaching tens of thousands each month across Instagram, Facebook, and X, the brand blends storytelling, visuals, and engagement to unite traditional print excellence with modern digital reach and influence.

2.2M+

SOCIAL POWER

AvidGolfer content had more than 2M combined views on our social platforms in 2025

200K+

COMMUNITY POWER

Colorado AvidGolfer has a total monthly reach of 200K across all platforms (print, digital, social)



OUR AUDIENCE.

Colorado AvidGolfer's audience are affluent, active golf enthusiasts who play often, belong to clubs, travel for golf, and embody a lifestyle of leisure and discretionary spending.

73%

MORE THAN A HOBBY

AvidGolfer readers play more than 25 rounds/yr

59%

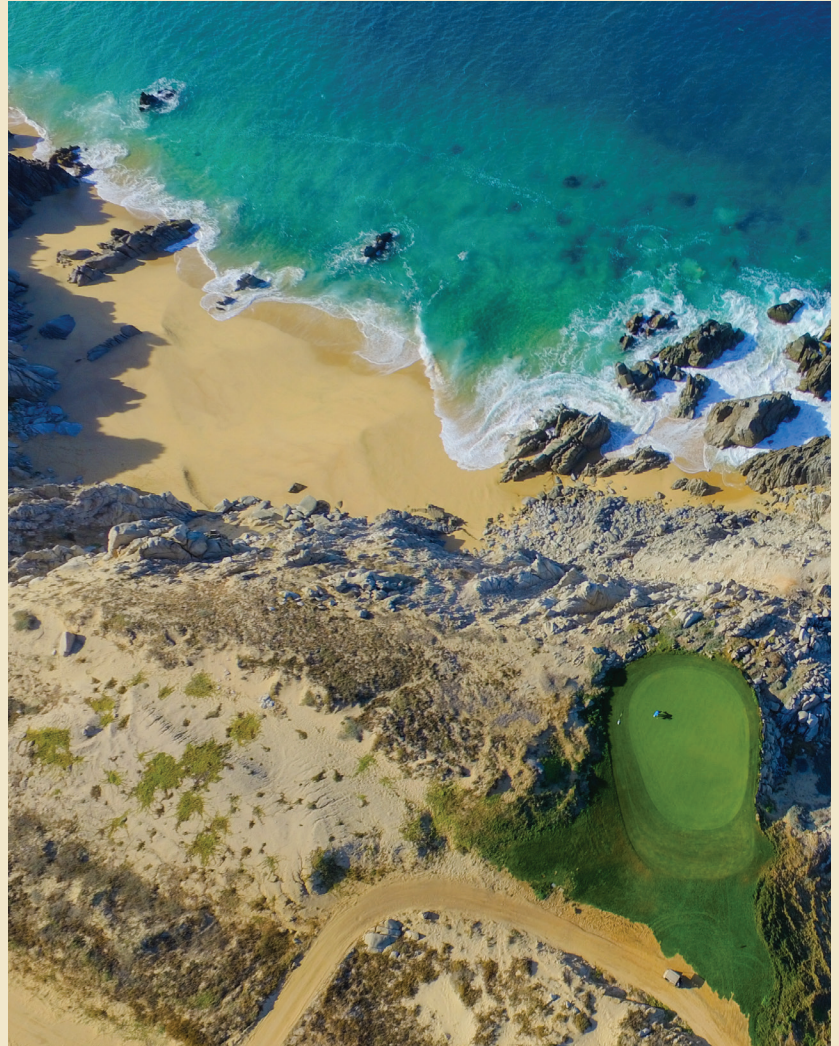
OUTSIDE TRAVEL

AvidGolfer readers will take 2-3 golf vacations outside Colorado

48%

FINANCIAL POWER

48% of AvidGolfer readers live in the 25 wealthiest zip codes in the Denver Metro Area



PURCHASING POWER.

Colorado AvidGolfer's audience boasts high disposable income, invests in premium golf experiences, travel, and luxury goods, and consistently supports brands that align with their upscale, active lifestyle.

88%

FASHION SENSE

AvidGolfer readers will buy golf equipment, gear or apparel

73%

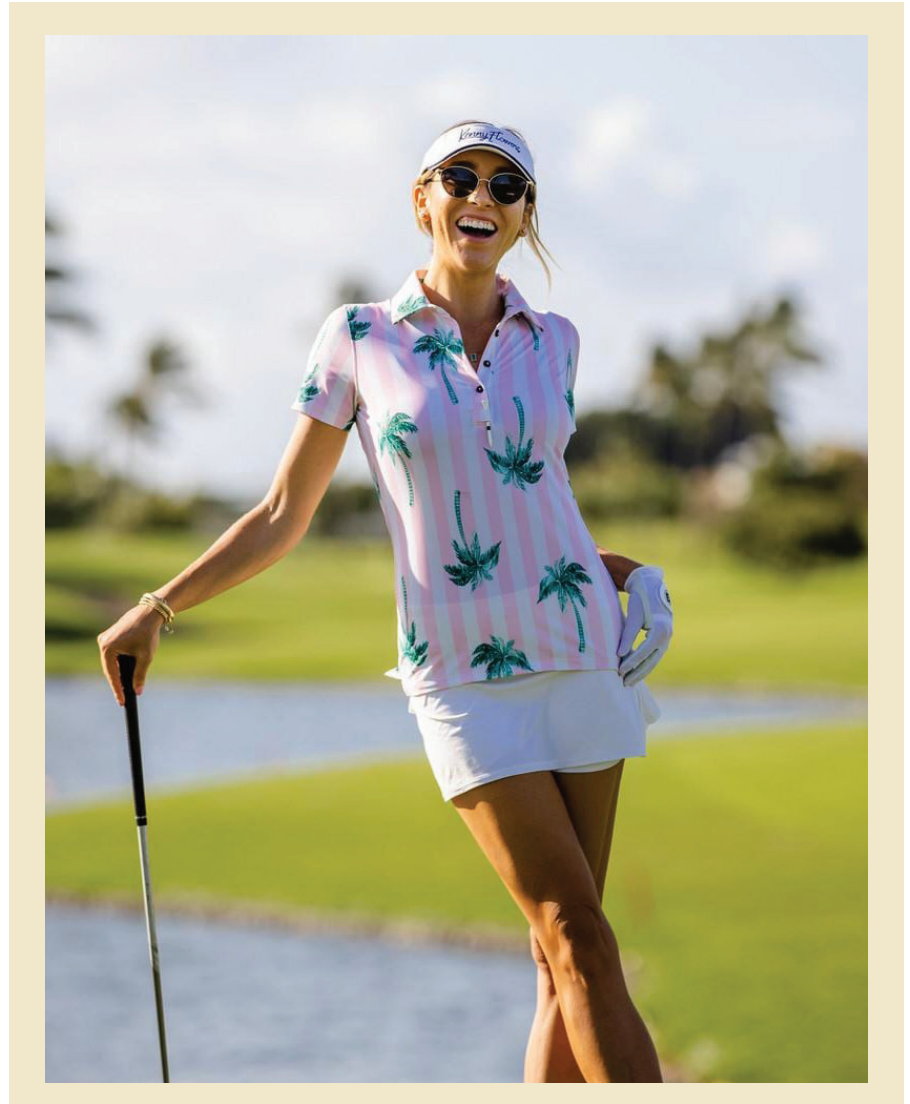
DINING OUT

AvidGolfer readers dine out a minimum of 2x week

40%

FINANCIAL PLANNING

Colorado AvidGolfer readers will hire a financial advisor



THE MAGAZINE.

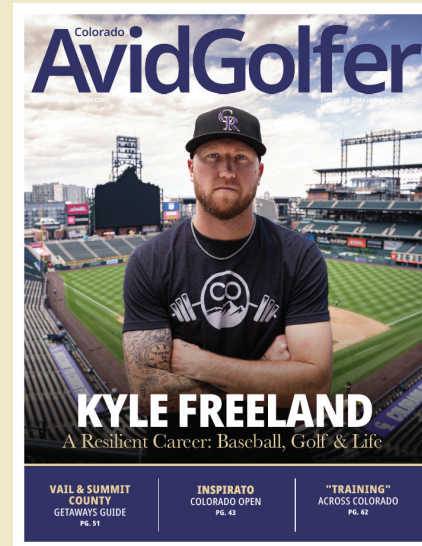
Colorado AvidGolfer is a premier golf and lifestyle magazine celebrating the game, travel, community, inspiring passionate golfers with engaging stories and experiences.

Exclusive Private Club Subscription Program

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

Found Wherever Golfers Live, Travel & Play

- Colorado AvidGolfer is available at
- All private, public & resort golf courses in Colorado
- In-room at a number of hotels,
- 63 luxury automobile dealerships
- PGA Tour Superstore & Golf Galaxy
- High-end FBO private airports
- More than 700 doctors' and dentist offices



52.5K

OUR REACH

AvidGolfer readers per issue

55K

DIGITAL ISSUE

Our digital issue reaches 55,000 subscribers

860K

PRINT & DIGITAL REACH

Total annual reach (8 issues/yr)

BONUS DISTRIBUTION.

Colorado AvidGolfer's magazine is prominently positioned across luxury resorts and hotels, the annual Colorado Golf Expo, every private country club, public & resort golf course in Colorado, statewide tournaments such as the Colorado Opens, The Ascendant Presented by Blue, the ANNIKA Champions Tour, delivering premium visibility and engagement among Colorado's golf and lifestyle enthusiasts.

Spring Issue | Colorado Golf Expo

The annual three-day event attracts more than 10,000 golfers to brands, and courses through interactive exhibits, deals, and experiences. Magazines are distributed at our booth

May Issue | Colorado Women's Open

All professional and Pro-Am contestants receive a copy of the magazine in their gift bag and copies are available for fans

July Issue | Colorado Open

All professional and Pro-Am contestants receive a copy of the magazine in their gift bag and copies are available for fans

July Issue | The Ascendant presented by Blue

A Korn Ferry PGA Tour event held in Berthoud, CO; AvidGolfer magazine distribution in all corporate hospitality areas

Aug/Sept Issue | Colorado Senior Open

All professional and Pro-Am contestants receive a copy of the magazine in their gift bag and copies are available for fans

Corporate & Charity Golf Events

Included in player gift bags at The Central Bank Cup, Scratch Society Golf Tour (five private country clubs) as well as 100+ high-end charity golf tournaments, and Wheels of Dreams, which are hosted by Colorado AvidGolfer



EDITORIAL CALENDAR.

SPRING

- Rodeo Dunes
- CAGGY Awards
- Spring Training (AZ)
- Colorado Golf Expo
- Glenmoor CC
- Faces of the Game

APRIL

- Private Club Guide
- Annual Gear Guide
- The Masters
- Faces of the Game

MAY

- Golf & Fitness
- CO Women's Open
- Faces of the Game

JUNE

- CO Golf Getaways
Colorado Springs, Grand
County, Steamboat and others
- Faces of the Game

This is a preliminary editorial calendar and we will be adding additional features throughout the year.

JULY

- Colorado Open
- The Ascendant
Presented by Blue
- Colorado Getaways
Vail Valley, Summit County, Aspen,
Western Slope and others

AUG/SEPT

- Colorado Senior Open
- Fall Golf in Colorado
- Faces of the Game

FALL

- Travel Issue
Warm-Weather Golf Guide to
Arizona, Nevada, Utah and Beyond
- Faces of the Game

WINTER

- Travel Issue
Warm-Weather Travel Destinations
in the U.S. and Abroad
- Faces of the Game



THE WEBSITE.

The Colorado AvidGolfer website delivers golf news, golf deals, course reviews, travel tips, event coverage, and lifestyle content, connecting Colorado's golf community with engaging, timely, and interactive digital experiences.

405K

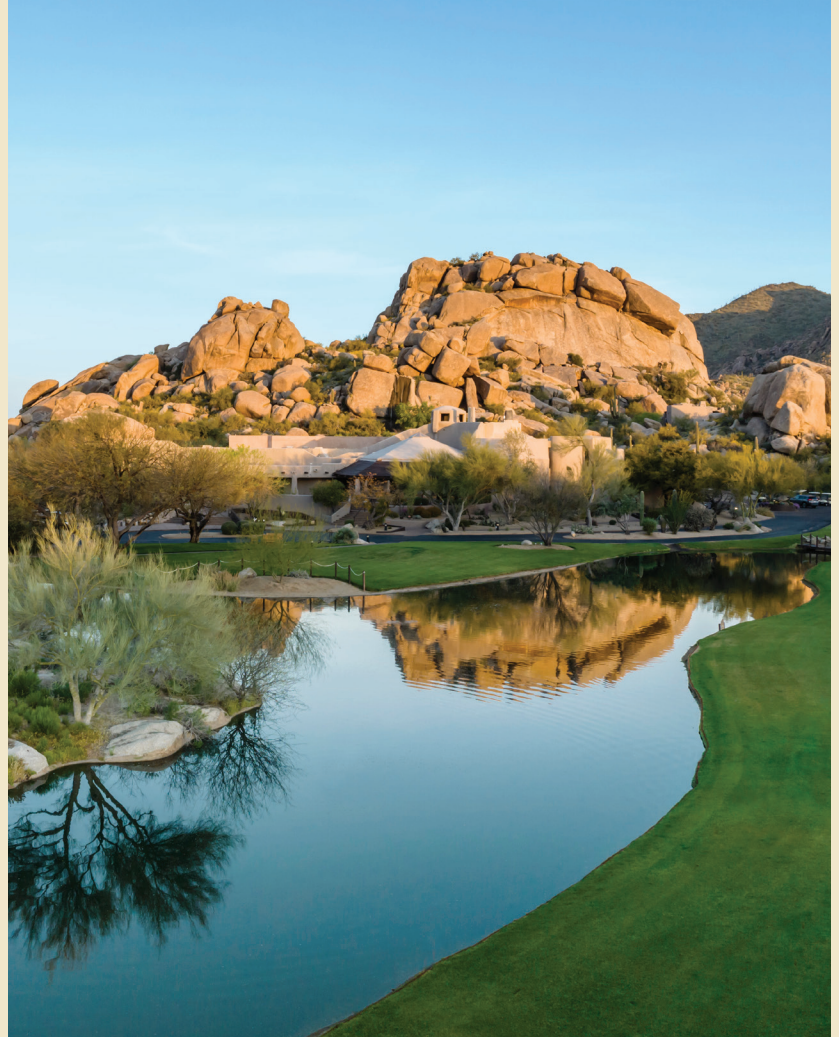
PAGE VIEWS

Showcasing Colorado AvidGolfer's strong digital reach and engaged golf audience

220K

STOP BY, TAKE A LOOK

Colorado AvidGolfer attracts 220,000 annual visitors, reflecting a highly engaged and growing online golf community



EMAIL: STICK TALK

Colorado AvidGolfer delivers weekly e-newsletters featuring curated golf news, while also delivering sponsored content from partners with exclusive deals, promotions, and lifestyle offerings for engaged readers.

55K

ENGAGED DATABASE

AvidGolfer has a prominent and diverse database of 55,000 subscribers

32.5%

OPEN RATE

People love our content and offerings



SOCIAL MEDIA.

Colorado AvidGolfer's social media showcases golf news & deals, course highlights, events, interviews and lifestyle content, engaging followers with dynamic visuals, interactive stories, and partner promotions across our social platforms.

2M

CONTENT THAT RESONATES

Combined views on Facebook & Instagram alone

580%

CONTINUED GROWTH

Social Media Views 2025 vs. 2024

1,300+

ORGANIC GROWTH

Colorado AvidGolfer values organic growth with its audience, and has seen more than 1,300 new followers over the course of 1.5 years on Instagram alone.



OUR EVENTS.

Colorado AvidGolfer offers five tournaments, plus our signature event, connecting brands with engaged golfers through high-profile, interactive, and memorable on-course and off-course experiences. Sponsorship opportunities are available. Contact your Account Manager.

THE SCRATCH SOCIETY GOLF TOUR (NEW)

A brand-new golf community built for players who love the game, the competition, and the camaraderie that comes with it. All events are held at select top private clubs.

CENTRAL BANK CUP

A two-day event that includes a pairings party, culinary delights and great golf at Ravenna Country Club

WHEELS OF DREAMS

AvidGolfer is pleased to partner with AvidLifestyle and Full Circle for the charity event of the year



GOLF PASSPORT.

Colorado AvidGolfer's Golf Passport Discount Book (also avail. in digital format) has 70+ golf offerings, deals, and promotions, providing members savings while promoting partner courses and enhancing the overall Colorado golfing experience. Sponsorship opportunities are available. Contact your Account Manager.

115K

PEOPLE LIKE A DISCOUNT!

The number of members who have purchased a Golf Passport

20+

BEYOND THE FAIRWAYS

Golf Passport perks and offers extend beyond the fairway for our members, thanks to affiliate partnerships with Pins & Aces, Central Bank, Hyperice, TrueFit, Happy Daze Golf and more



BRAND LOYALTY

Colorado AvidGolfer partners with brands to create integrated marketing, sponsored content, events, and promotions, connecting partners with engaged, affluent golfers through authentic, high-impact experiences and media exposure.

SIGNATURE BRANDS



PINS & ACES®

Michelob
ULTRA
SUPERIOR LIGHT BEER



GOLFTEC

GOLF IS PERSONAL. YOUR PUTTER SHOULD BE TOO.

Build your dream putter from scratch.

Your vision will go into every detail including material, headshape, finish, milling, neck, alignment – and of course, custom stamping. Let your dream putter finally become a reality. For every putter we craft is truly one-of-a-kind. Designed by you, crafted by us.

Happy Daze Golf

BUILD YOUR CUSTOM PUTTER
happydazegolf.com
hello@happydazegolf | @happydazegolf

BENTLEY DENVER

Drive the extraordinary – on and off the course.

Every great drive starts with precision.

From the first tee to your final destination, Bentley Denver invites you to experience a vehicle engineered with the same dedication and finesse you bring to your game. Whether winding through Colorado's scenic mountain roads or arriving in style at your favorite club, Bentley delivers more than transportation – it offers a lifestyle defined by power, elegance, and refinement.

Customize your journey with the Bentley Bentley, Flying Spur, or Continental GT – each a masterpiece of performance and luxury.

Experience Bentley Denver. Schedule your private showing today.

BENTLEY DENVER
8301 Parkway Drive, Lone Tree, CO 80134
303-996-7392 | BentleyDenver.com

AMERICAN LUXURY. REDEFINED.

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LANDMARK.LINCOLN.COM
303-741-1850

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COLORADO GOLF & TURF

YOUR STYLE. YOUR PERSONALITY. YOUR ADVENTURE.

HIGH-PERFORMANCE LITHIUM TECHNOLOGY

Take everything you already love about Onward and add our exclusive Lithium-Ion technology and you've got the best electric personal transportation vehicle in the industry. Available in both standard and extended range.

onward
GOLF CAR

WWW.COLOGOLFANDTURF.NET

11727 S. WADSWORTH BLVD
LITTLETON, CO
303-761-3332
835 81st ROAD
GRAND JUNCTION, CO
970-423-7009

AD MATERIALS DUE

ISSUE	AD RESERVATION	ADDUE DATE
SPRING (FEB/MAR)	1/29/26	2/5/26
APRIL	3/4/26	3/11/26
MAY	4/1/26	4/8/26
JUNE	5/6/26	5/13/26
JULY	6/3/26	6/10/26
AUG/SEPT	7/1/26	7/8/26
FALL (OCT/NOV)	9/16/26	9/23/26
WINTER (DEC/JAN)	11/5/26	11/12/26

PRINT AD SPECS

TWO-PAGE SPREAD

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.

FULL PAGE SINGLE

1/3 SQUARE

1/2 HORIZONTAL

2/3 VERTICAL

1/3 VERTICAL

1/2 VERTICAL

1/6 HOR.

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.

WEBSITE ADS

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

WEBSITE 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: 600 X 75

Static ad only, no flash files accepted

BILLBOARD: 600 X150

Static ad only, no flash files accepted

PROMO OFFER: 250 X150

Static image and URL link with text underlay

SPONSORED E-NEWSLETTER FEATURE

3-5 images (600x356) & 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 carson@coloradoavidgolfer.com. Please proofread your ad for errors before sending. Materials are due one week before contracted start date. Please contact carson@coloradoavidgolfer.com with any questions.

CONTACT AVIDGOLFER.

MEDIA INQUIRIES

For more information on integrated marketing solutions and rates.

Allen Walters | allen@coloradoavidgolfer.com

Lori Perry | lori@avidlifestyle.com

Michael Colander | michael@coloradoavidgolfer.com

Brad Butler | brad@coloradoavidgolfer.com

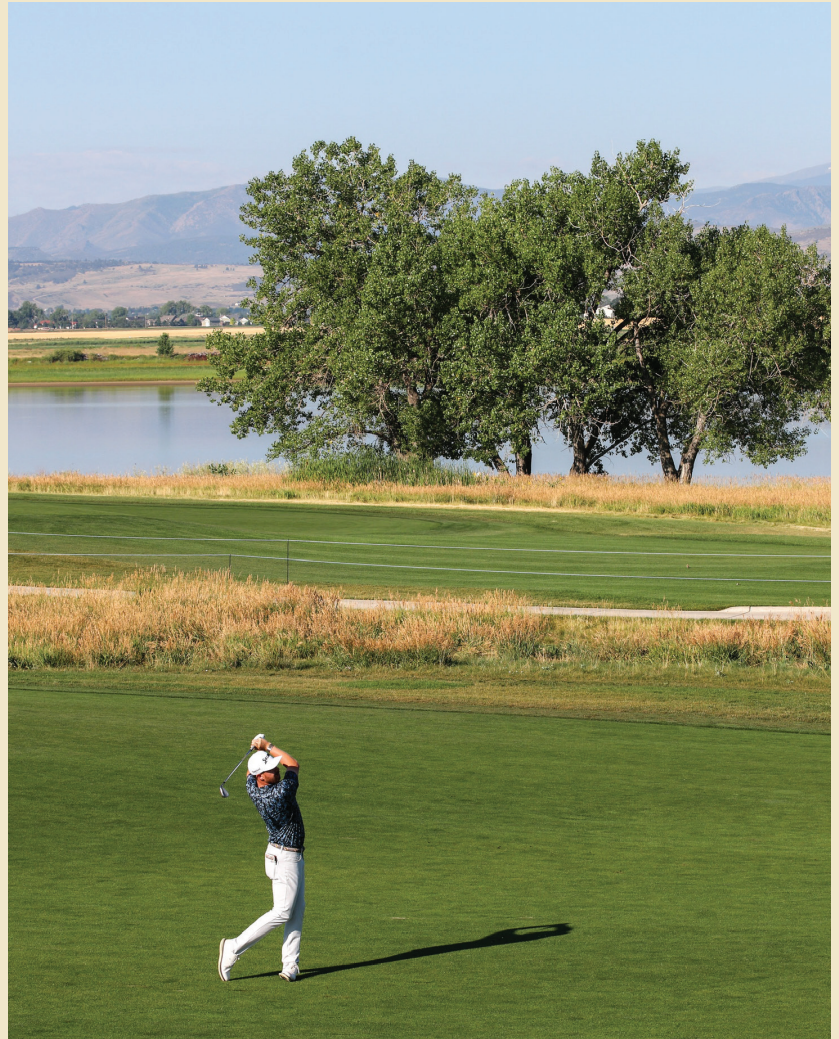
Minda Carmann | minda@avidlifestyle.com

PRINT AD INFORMATION

Materials are due at ad close. Please contact Chris DeConna or go to page 14 for more info. cdeconna@coloradoavidgolfer.com

DIGITAL AD INFORMATION

Materials are due one week before contracted campaign start date. Please contact Carson Griggs, Digital Marketing Assistant. carson@coloradoavidgolfer.com



MEDIA PARTNERS.



GOLF CONTENT THAT DRIVES YOUR GAME.

