Colorado AvidGolfer

25 YEARS 2002 - 2027

COLORADOAVIDGOLFER.COM

2027 | PRINT, DIGITAL AND SOCIAL MEDIA KIT

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, the brand blends storytelling, visuals, and engagement to unite traditional print excellence with modern digital reach and influence.

3M+

SOCIAL POWER

Our social media presence continues to surge, generating 3+ million views across Instagram and Facebook (2026), surpassing last year's 2.3 million combined views (a 36% increase).

357K+

COMMUNITY POWER

Colorado AvidGolfer has a total monthly reach of 357K across all platforms (print, digital, social)

Reader Demographics

Gender

87% are male

17% are female

Age

23% are 35-54

25% are 55-64

45% are 65+

Education

33% post-grad degree

44% college graduate

14% some college

Income

64% earn more than $100,000 per year

44% earn more than $150,000 per year

Occupation

Nearly 40% of our readers are executives, managers, professional, sales or technology field.

Home Ownership & Home Value

90% of our readers own their home

32% of our readers home value is $1,000,000+

Purchasing Power

87%

of our readers have taken action after seeing a print ad and one out of four actually made a purchase.

Buying Intentions

72%	plan to buy golf apparel
72%	plan to buy golf equipment
18%	plan to buy a smart phone
15%	plan to buy a car, truck or SUV
7%	plan to buy a second home
7%	plan to buy fine jewelery
5%	plan to buy a home

Investments

90%	own at least one investment
77%	own stocks
66%	own a mutual fund
51%	own bonds
47%	own a money market
35%	own a CD
69%	use a financial advisor

Eating Out

83% dine at a full-service restaurant more than 2 times per month.

Two-thirds

of our readers play golf at least 26 times per year.

One-third

of our readers play golf at least 51 times per year.

90%

of our readers plan to take at least one trip or vacation that will include golf.

Our readers have a very active lifestyle and are interested in:

49%	personal health, fitness and nutrition
44%	hiking
38%	concerts and nightlife
35%	bicycling
33%	skiing/snowboarding and professional sports
27%	fishing
25%	casinos and gaming

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, 35 private country clubs provide a subscription of Colorado AvidGolfer to their members.

Found Wherever Golfers Live, Travel & Play

- 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

OUR REACH
52.5K
AvidGolfer readers per issue

DIGITAL ISSUE
55K
Our digital issue reaches subscribers

PRINT & DIGITAL REACH
860K
Total annual reach (8 issues/yr)

How our readers access our content:

66% our print and digital magazine

24% on coloradoavidgolfer.com

32% our E-newsletter

12% social media

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

June Issue | Arnold Palmer Cup

Cherry Hills Country Club

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 Championship

ANNIKA Champions Tour | 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
- 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
- 31st Arnold Palmer Cup

JULY

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

AUG/SEPT

- Colorado Championship (ANNIKA WAPT event)
- 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

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

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.

360K

PAGE VIEWS

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

283K

STOP BY, TAKE A LOOK

Colorado AvidGolfer attracts 283,000 annual visitors, reflecting a highly engaged and growing online golf community. **That's an increase of 27% vs. 2026**

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.

65K

ENGAGED DATABASE

AvidGolfer has a prominent and diverse database of 65,000 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.

3M VIEWS

CONTENT THAT RESONATES

Combined views on Facebook & Instagram alone

+1.7K

CONTINUED GROWTH

Instagram is AvidGolfer's main hub for content, and in 2026, we saw a growth of 1,700 new followers to our "social" community

+651%

INTERACTIONS WITH THE COMMUNITY

AvidGolfer's Instagram channel saw interactions with our content increase 651% from 2025

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 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.

120K

PEOPLE LIKE A DISCOUNT!

The number of members who have purchsed a Golf Passport

20+

BEYOND THE FAIRWAYS

Golf Passport perks and offers extend beyond the fairway for our members, thanks to affilate 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.

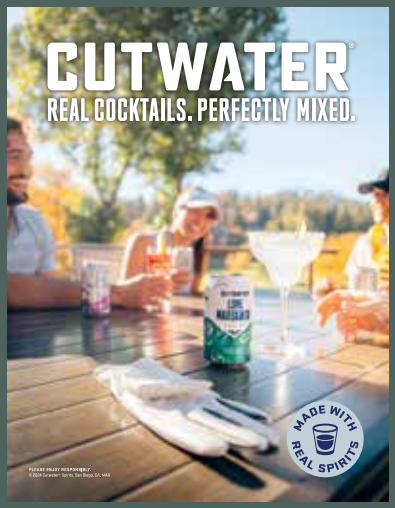
SIGNATURE BRANDS

Central Bank

PINS & ACES

Michelob ULTRA SUPERIOR LIGHT BEER

GOLFTEC



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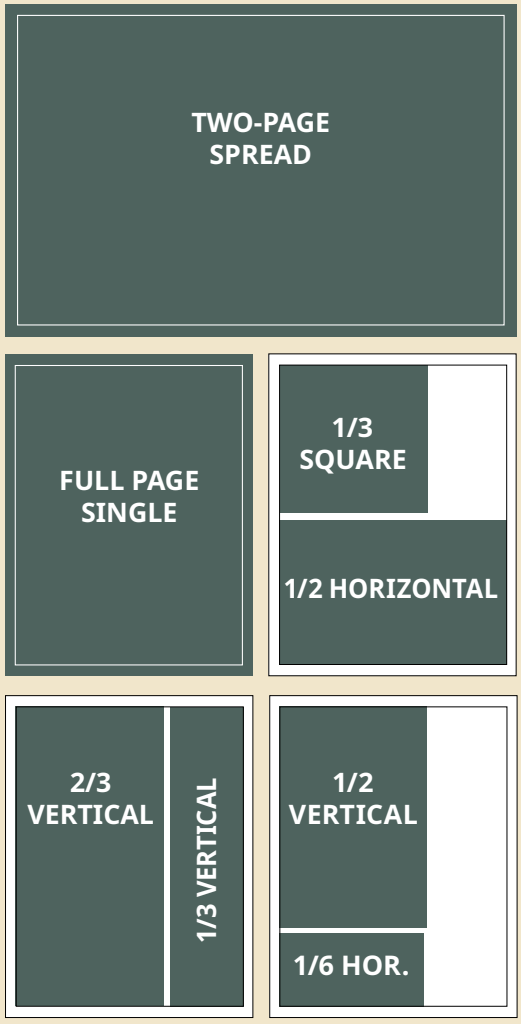
AD MATERIALS DUE

ISSUE	AD RESERVATION	AD DUE DATE
SPRING (FEB/MAR)	2/1/27	2/2/27
APRIL	3/3/27	3/4/27
MAY	3/13/27	4/1/27
JUNE	5/5/27	5/6/27
JULY	6/2/27	6/3/27
AUG/SEPT	6/30/27	7/1/27
FALL (OCT/NOV)	9/15/27	9/16/27
WINTER (DEC/JAN)	11/4/27	11/5/27

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.

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.

Sources: Google, Mail Chimp, Facebook, Instragram and X Analytics, Internal Sources, DBJ Book of Lists

Demographic Sources: Source: Colorado AvidGolfer Audience and Consumer Study conducted by SSRS Research & Marketing