



THE MISSION

COLORADO AVIDGOLFER'S tagline—"elevating the game"—defines our philosophy. Viewing golf as a matter of pleasure as well as performance, we celebrate the people, places, products and passion that distinguish the game in the most beautiful state in the country.

Across multiple platforms, Colorado AvidGolfer aspires to enrich our audience's enjoyment of the game and the lifestyle surrounding it. Our suite of products serves as an authoritative prism through which to experience a world of courses, equipment and instruction—as well as one of exceptional destinations, superb cars, memorable meals and stylish clothing. We aim always to be the one-stop resource for the Colorado golf lifestyle.





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!

PRINT

480,000 READERS 192,000 DIGITAL ISSUE READERS

DIGITAL

534,500 PAGE VIEWS (+8% YEAR-OVER-YEAR INCREASE)*

206,000 UNIQUE VISITORS (+33% year-over-year increase)*

E-MARKETING

38,000 E-NEWSLETTER SUBSCRIBERS

SOCIAL MEDIA

9,330 FOLLOWERS (+17% year-over-year increase)*

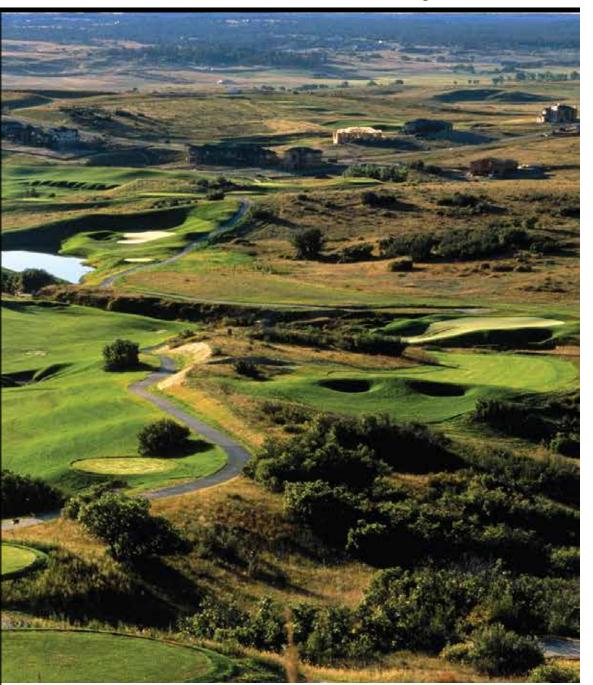
EVENTS

FIVE MAJOR EVENTS

THE GOLF PASSPORT

COLORADO'S PREMIER GOLF AND DINING MEMBERSHIP PROGRAM

*Based on Monthly Average Jan-Aug 2017 vs. Jan-Aug 2016





AUDIENCE

Affluent and well-educated

MEDIAN AGE: 49

AVERAGE HOUSEHOLD INCOME: \$146,705

PARTNERS, OWNERS OR EXECUTIVES: 59%

COLLEGE EDUCATED: 92%

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

MALE: 88%

FEMALE: 12%

Travel savvy

WILL TAKE 2-3 GOLF VACATIONS WITHIN COLORADO: 59%

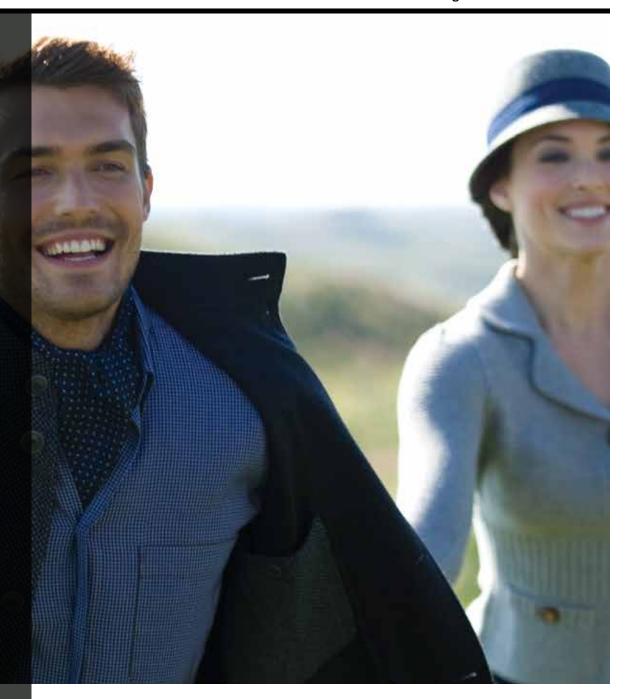
WILL TAKE 2-3 GOLF VACATIONS OUTSIDE OF COLORADO: 54%

Golf-minded

MEMBER AT A PRIVATE CLUB: 52%

PLAYS GOLF AT RESORT COURSES: 53%

PLAYS MORE THAN 25 ROUNDS PER YEAR: 73%



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







Our award-winning editorial encourages readers to embrace the game of golf and the lifestyle surrounding it.

SPRING

Annual CAGGY Awards (FEB/MAR) ad close: 1/17

APRIL

Private Club Guide ad close: 3/7

MAY

Health and Fitness ad close: 4/4

JUNE

Golf Course Real Estate, Colorado Mountain Golf and Travel ad close: 5/2

JULY

Peak Season Colorado Mountain Golf and Travel ad close: 6/6

AUG/SEPT

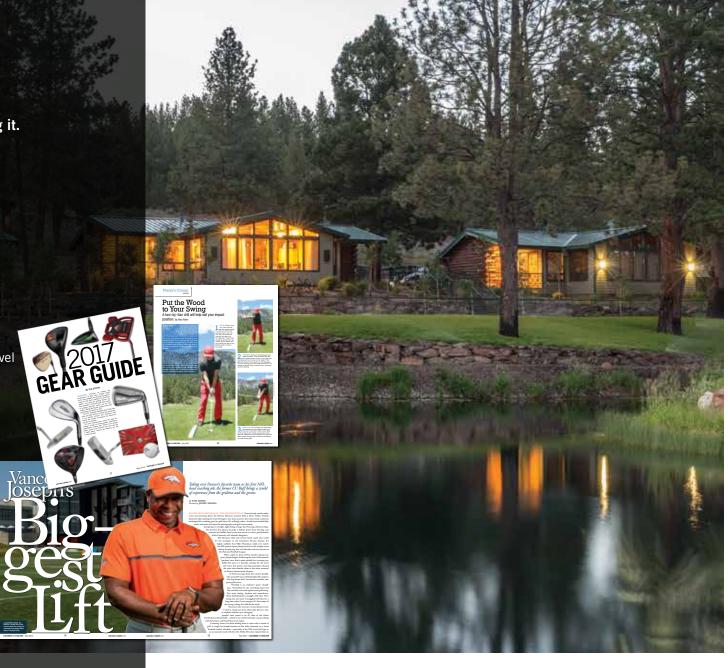
The Good Life Special ad close: 7/3

FALI

Mile High Golf at \$52.80, Warm-Weather Travel Guide (OCT/NOV) ad close: 9/5

WINTER

Annual Winter Travel Isuue (DEC/JAN) ad close: 10/31



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PRINT

Total print circulation

480,000 ANNUAL READERSHIP AVERAGE OF 30,000 COPIES PER ISSUE

> 15,000 SUBSCRIBERS 15,000 SINGLE COPY

38,000 DIGITAL COPY DISTRIBUTION PUBLISHED 8 TIMES PER YEAR AWARD-WINNING CONTENT

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* is the official Colorado golf media partner at all PGA, LPGA and USGA Championships played in Colorado.

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 300 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



WEBSITE

coloradoavidgolfer.com

MOBILE-FRIENDLY AND RESPONSIVE ON ANY DEVICE

OPTIMIZED USER EXPERIENCE

SORTABLE AND SEARCHABLE COURSE FINDER WITH 250+ COLORADO COURSES

CLEAN DESIGN WITH POWERFUL ADVERTISING OPPORTUNITIES

INCREASED VIDEO OUTPUT AND OPPORTUNITIES

INTEGRATED CONTENT MARKETING OPPORTUNITIES

INTUITIVE CATEGORY STRUCTURE AND NAVIGATION

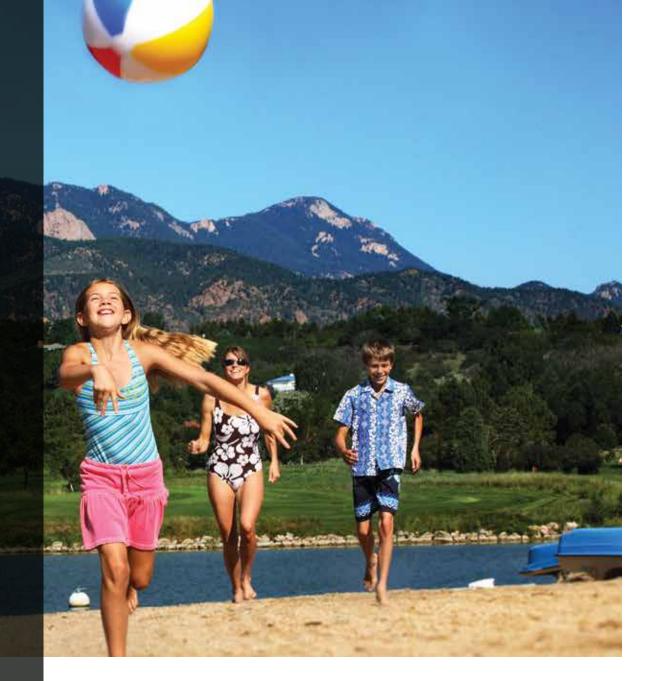
47,250 AVERAGE MONTHLY PAGE VIEWS

+9% YEAR-OVER-YEAR INCREASE*

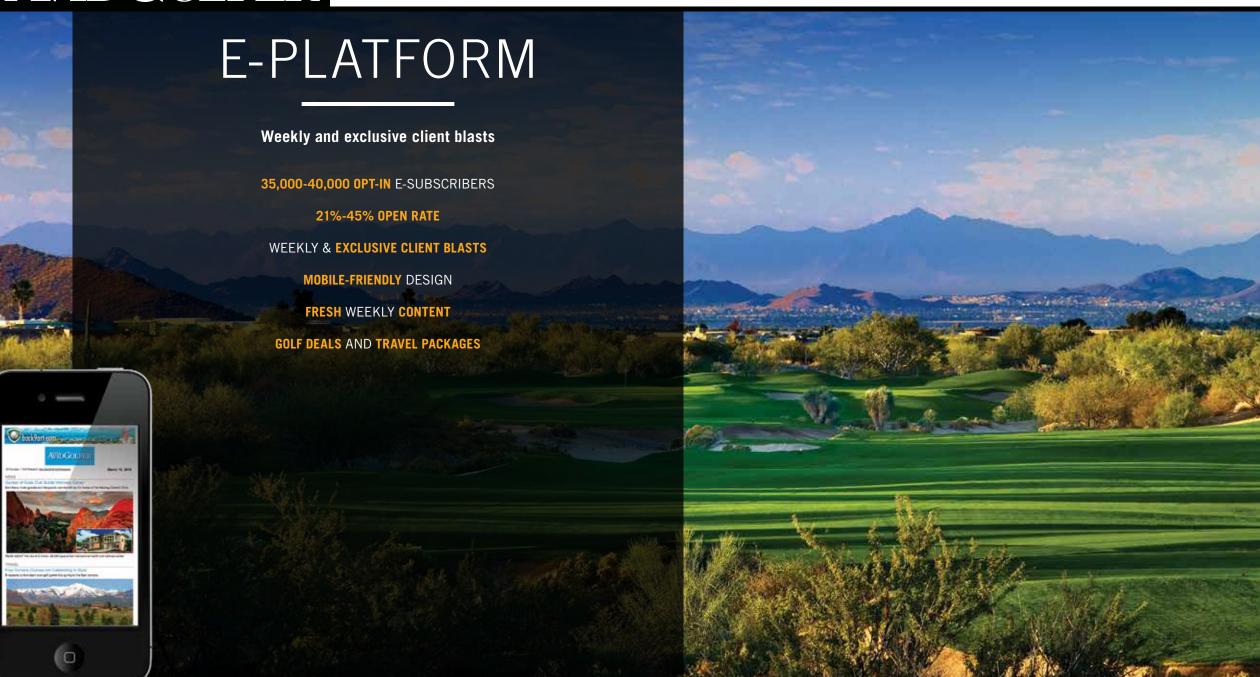
19,000 AVERAGE MONTHLY UNIQUE VISITORS +34% YEAR-OVER-YEAR INCREASE*

*Based on Monthly Average Jan-Aug 2017 vs. Jan-Aug 2016

















THE GOLF PASSPORT

Colorado's premier golf and dining program

ANNUAL MEMBERS 4,000

RETAIL PRICE \$79.95

GOLF COURSE OFFERS

60+ PUBLIC, RESORT AND PRIVATE

DENVER RESTAURANT OFFERS 150+

A DOZEN CALLAWAY CHROME SOFT GOLF BALLS

EXCLUSIVE MEMBERSHIP OPPORTUNITIES

\$100,000+ IN MARKETING

RETAILERS INCLUDE

PGA TOUR SUPERSTORE, KING SOOPERS AND MORE



GOLF PASSPORT



CONTACT

MEDIA INQUIRIES

For more information on integrated marketing solutions and rates, please contact your account rep at 720-493-1729.

ADVERTISING SPECIFICATIONS

PRINT ADVERTISING INFORMATION

Materials are due at ad close.

Proofread your ad (check spelling, address, phone number, etc).

SUBMIT PRINT AD MATERIALS via e-mail to cindy@coloradoavidgolfer.com

FOR QUESTIONS regarding file preparation please contact jani@coloradoavidgolfer.com.

DIGITAL ADVERTISING INFORMATION

Materials are due one week before contracted campaign start date. Please proofread your ad (check spelling, address, phone number, etc).

FOR ANY QUESTIONS regarding file preparation and to **SUBMIT DIGITAL AD MATERIALS**, please e-mail alex@coloradoavidgolfer.com.

