

2018 MEDIA KIT

THE OFFICIAL COLORADO GOLF MEDIA PARTNER OF

COLORADO SECTION OF THE PGA

COLORADO GOLF ASSOCIATION

COLORADO WOMEN'S GOLF ASSOCIATION

COLORADO OPEN CHAMPIONSHIPS



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%

PURCHASING POWER

Purchase plans over the next 12 months

WILL BUY A NEW AUTOMOBILE: 47%

WILL BUY FINE JEWELRY: 25%

WILL BUY REAL ESTATE: 33%

WILL DINE OUT A MINIMUM OF 2X PER WEEK: 73%

WILL BUY GOLF EQUIPMENT/GEAR: 88%

WILL HIRE A FINANCIAL PLANNER: 40%

WILL BUY HEALTH/AUTO/LIFE INSURANCE: 45%

CONTENT

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

FALL

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

WINTER

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



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



E-PLATFORM

Weekly and exclusive client blasts

35,000-40,000 OPT-IN E-SUBSCRIBERS

21%-45% OPEN RATE

WEEKLY & **EXCLUSIVE CLIENT BLASTS**

MOBILE-FRIENDLY DESIGN

FRESH WEEKLY CONTENT

GOLF DEALS AND **TRAVEL PACKAGES**



SOCIAL IMPACT

Interaction and engagement strategies

5,670 FACEBOOK FANS

+14% YEAR-OVER-YEAR INCREASE*

2,200 TWITTER FOLLOWERS

+10% YEAR-OVER-YEAR INCREASE*

1,470 INSTAGRAM FOLLOWERS

+47% YEAR-OVER-YEAR INCREASE*

BOOSTED CONTENT MARKETING

BEHAVIORAL TARGETING

RELATIONSHIP BUILDING

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

EVENTS

Consumer-based, experiential opportunities.
More than 1,200 high-end golfers and community influencers reached.

THE TOURNAMENT SERIES *(since 2007)*

3-EVENT, 3-COURSE SERIES
DIFFERENT VENUES EVERY YEAR

THE CORPORATE CUP *(since 2005)*

THE ULTIMATE CORPORATE EVENT
RED SKY GOLF CLUB

CORDILLERA GOLF EXPERIENCE *(since 2008)*

A TOP MOUNTAIN GOLF WEEKEND
CLUB AT CORDILLERA

PRIVATE CLUB DAYS *(since 2010)*

COLORADO'S ONLY PRIVATE CLUB EVENT SERIES

THE GOOD LIFE PARTY

ANNUAL ISSUE CELEBRATION

CUSTOM CLIENT EVENTS



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



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.

