

2019 DIGITAL MEDIA GUIDE

THE OFFICIAL COLORADO GOLF MEDIA PARTNER OF

COLORADO SECTION OF THE PGA

COLORADO GOLF ASSOCIATION

COLORADO GOLF HALL OF FAME

ROCKY MOUNTAIN GOLF
COURSE SUPERINTENDENTS ASSOCIATION

COBANK 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 golf 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

481,100 page views
(+14% year-over-year increase)*

223,800 unique visitors
(+32% year-over-year increase)*

E-MARKETING

35,000 E-Newsletter subscribers

SOCIAL MEDIA

10,053 followers
(+8% year-over-year increase)*

EVENTS

5 major events

THE GOLF PASSPORT

Colorado's premier golf and dining membership program

*Based on Monthly Average Jan-Oct 2018 vs. Jan-Oct 2017

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

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%
- 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

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 SEASON (February–May)

- » **Kick Off** the Colorado golf season with our annual CAGGY awards showcasing the state's best courses, instructors and more.
- » **Tee Off** with our curated list of top charity golf events, plus tips for both players and planners.
- » **Play Ball!** Visit the best places in Arizona for golf, baseball and more during Spring Training.
- » **Spring Ahead.** Jumpstart your season south of the state line with the best in New Mexico golf.
 - » **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 SEASON (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!
- » **Golf In/Golf Out.** We explore the top golf-course communities in which to live.
- » **Check It Off.** Doing what we do best, we list the “must plays” along the Front Range.

FALL & WINTER SEASONS (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!

THE WEBSITE

NEW LOOK, NEW FEATURES

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

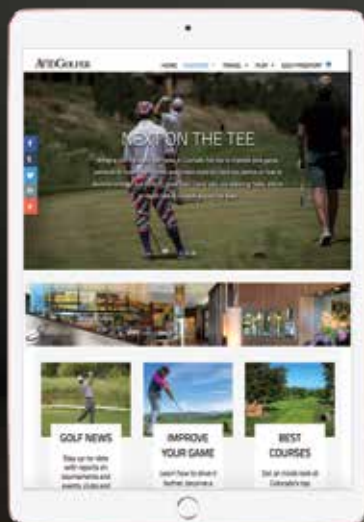
53,450 AVERAGE MONTHLY PAGE VIEWS

+14% Year-over-year Increase*

24,867 AVERAGE MONTHLY UNIQUE VISITORS

+32% Year-over-year Increase*

*Based on Monthly Average Jan-Sept 2018 vs. Jan-Sept 2017



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

- » 5,941 Facebook Fans
+5% Year-over-year Increase*
- » 2,474 Twitter Followers
+12% Year-over-year Increase*
- » 1,638 Instagram Followers
+11% Year-over-year Increase*
- » Boosted Content Marketing
- » Behavioral Targeting
- » Relationship Building

**Based on Monthly Average Jan-Oct 2018 vs. Jan-Oct 2017*

DIGITAL AD SPECS

All dimensions are listed width X height.
All non-video assets should be static image 150dpi, under 150kb in
JPG/PNG/GIF format no flash files accepted.

HOME PAGE

MAIN IMPACT BANNER 1600x300 (static image and URL link)
EXCLUSIVE DEALS 640x385 (image with text and button overlay)

GOLF PASSPORT PAGE

MAIN IMPACT BANNER 1600x300 (static image and URL link)
SECONDARY IMPACT BANNER 1600x300 (static image and URL link)

EVENTS HOME PAGE

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)

MAIN IMPACT BANNER 1600x300 (static image and URL link)

INDIVIDUAL EVENTS PAGES

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)

MAIN IMPACT BANNER 1600x300 (static image and URL link)

SECONDARY IMPACT BANNER 1600x300 (static image and URL link)

TRAVEL HOME PAGE

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)

TOP SIDE BY SIDE AD 960x400 (static image with text and button overlay)

MAIN IMPACT BANNER 1600x300 (static image and URL link)

MAP FEATURE (image and 40 words of copy)

INDIVIDUAL TRAVEL PAGES

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)

MAIN IMPACT BANNER 1600x300 (static image and URL link)

CONTENT BUCKETS 478x380 (static image with text underlay)

SECONDARY IMPACT BANNER 1600x300 (static image and URL link)

LARGE BLACK & WHITE IMAGE 960x752 (static image with text underlay and button)

EXCLUSIVE DEALS 640x385 (static image with text and button overlay)

FEATURES HOME PAGE

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)

MAIN IMPACT BANNER 1600x300 (static image and URL link)

CONTENT BUCKETS 478x380 (static image with text underlay)

SECONDARY IMPACT BANNER 1600x300 (static image and URL link)

INDIVIDUAL FEATURE PAGES

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)

MAIN IMPACT BANNER 1600x300 (static image and URL link)

CONTENT BUCKETS 365x290 (static image with text underlay)

SECONDARY IMPACT BANNER 1600x300 (static image and URL link)

LARGE BLACK & WHITE IMAGE 960x752 (static image with text underlay and button)

BLOG PAGES

LEADERBOARD 728x90 (image or Vimeo/YouTube link)

BANNER 300x250 (static image and URL link)

COVER AD OR VIDEO 1500x975

MAIN IMPACT BANNER 1600x300

MAP FEATURE

LARGE BLACK & WHITE IMAGE 960x752

CONTENT BUCKETS 478x380

EXCLUSIVE DEALS 640x385

SECONDARY IMPACT BANNER 1600x300

WEEKLY NEWSLETTER

LEADERBOARD 728x90 (static ads only, no flash files accepted)

TOP BILLBOARD 620x372 (static ads only, no flash files accepted)

PROMO OFFER 320x292 (static image and URL link)

CONTENT MARKETING FEATURE 1-5 images with content copy and/or press release

BOTTOM BILLBOARD 620x372 (static ads only, no flash files accepted)

EXCLUSIVE/CUSTOM BLAST

600x300 (1 static image with promotional copy and URL link)

DIGITAL AD SUBMISSION INFO

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 YOUR ARTWORK**, please email drew@coloradoavidgolfer.com

CONTACT

MEDIA INQUIRIES

For more information on integrated marketing solutions and rates, please contact your account rep at **720-493-1729** or via e-mail info@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.).

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