2019 MEDIA KIT

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
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!
PRINT

TOTAL PRINT CIRCULATION
480,000 annual readership
Average of 30,000 copies per issue

13,000 subscribers,
15,500 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
<table>
<thead>
<tr>
<th>Season</th>
<th>Event Description</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>Annual CAGGY Awards (Feb/Mar)</td>
<td>1/16</td>
</tr>
<tr>
<td>APRIL</td>
<td>Private Club Guide, Annual Gear Preview</td>
<td>3/6</td>
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<tr>
<td>MAY</td>
<td>Health and Fitness</td>
<td>4/3</td>
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<tr>
<td>JUNE</td>
<td>Golf Course Real Estate, Colorado Mountain Golf and Travel</td>
<td>5/1</td>
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<tr>
<td>JULY</td>
<td>Peak Season, Colorado Mountain Golf and Travel</td>
<td>6/5</td>
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<tr>
<td>AUG/SEPT</td>
<td>Mile High Golf at $52.80, ad close: 7/10</td>
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</tr>
<tr>
<td>FALL</td>
<td>Warm-Weather Golf Guide to Arizona, Nevada, California and Beyond (Oct/Nov)</td>
<td>9/11</td>
</tr>
<tr>
<td>WINTER</td>
<td>Annual Winter Travel Issue (Dec/Jan)</td>
<td>10/30</td>
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THE 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

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
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

SCHOMP BMW CUP
(since 2005)
The Ultimate Corporate Golf Event
The Club at Ravenna

CORDILLERA GOLF EXPERIENCE
(since 2008)
A Top Mountain Golf Weekend
The Club at Cordillera

PRIVATE CLUB DAYS
(since 2010)
Colorado’s Only Private-Club Event Series

CUSTOM CLIENT EVENTS
THE GOLF PASSPORT

COLORADO’S PREMIER GOLF AND DINING MEMBERSHIP

Annual Members: 4,500
Retail Price: $79.95

GOLF COURSE OFFERS
60+ Public, Resort and Private

ADDITIONAL MEMBERSHIP BENEFITS
150+ Denver Restaurant Offers
12 Callaway Chrome Soft golf balls
12 free beers at Otra Vez or The Tavern

PARTNER/SPONSOR BENEFITS INCLUDE
Exclusive Membership Opportunities
$150,000+ in Marketing

RETAILERS
PGA Tour Superstore, Costco
and Other Fine Establishments

Refer your friends to become Colorado AvidGolfer GOLF PASSPORT members and receive $5* for each friend! That’s $25!
See details inside.

*limit five friends
PRINT AD SPECS

All dimensions are listed width X height

FULL PAGE AD SIZES

TWO PAGE SPREAD MUST include bleed area. DO NOT include crop marks.
NOTE: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

FULL PAGE MUST include bleed area. DO NOT include crop marks.
BLEED SIZE: 8.5” X 11.125”  LIVE AREA: 7.875” X 10.375”  TRIM SIZE: 8.375” X 10.875”

FRACTIONAL AD SIZES

DO NOT BLEED. Do not include crop marks.

2/3 VERTICAL: 4.75” X 10”  1/2 VERTICAL: 4.75” X 7.375”
1/2 HORIZONTAL: 7.375” X 4.8542”  1/3 VERTICAL: 2.25” X 10”
1/3 SQUARE: 4.75” X 4.875”  1/6 HORIZONTAL: 4.75” X 2.3125”

FILE REQUIREMENTS

Press-optimized PDF File Format is preferred (PDF/X-4:2008), please DO NOT include crop marks in your file.
Ads should be designed and saved at 100% size, CMYK color profile at 300 dpi.

IMAGE RESOLUTION

300 dpi is required for all image files. 72dpi files are not acceptable; ad materials supplied with low resolution images and/or graphics will be returned.

COLOR PROFILE

Colorado AvidGolfer is printed using 4-color process. Specify all colors in your ad as CMYK process colors.
Rather than using 100% black to make a black background, use the formula 75% cyan, 68% magenta, 67% yellow, and 90% black for a denser black.

GENERAL INFO

Materials are due at ad close. E-MAIL YOUR AD MATERIALS TO cindy@coloradoavidgolfer.com FOR ANY QUESTIONS regarding file preparation please contact jani@coloradoavidgolfer.com

GATEFOLDS & INSERTS

Please contact jani@coloradoavidgolfer.com for specifications for gatefolds, bound-in inserts and loose inserts. Artwork MUST be approved by printer one week prior to materials due deadline.
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)

WEEKLY NEWSLETTER
LEADERBOARD 728x90 (static ads only, no flash files accepted)
TOP BILLBOARD 620x372 (static ads only, no flash files accepted)
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

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 drew@coloradoavidgolfer.com