



# AVID MEDIA VENTURES MEDIA KIT

## We've Got You Covered From Tee to Green

**Avid Media Ventures** has grown in its 17 years from a golf-themed newspaper insert into a media “club champion” with an array of properties that reach men daily. Whether you tee off with AVIDGOLFER Magazine, hit a sweet fairway shot with our yearly golf discount passbook, drop a birdie putt in one of our events, or have a cold one *on us* at the 19th hole at myavidgolfer.com, you can have confidence that you are playing with *the* premier men’s lifestyle and golf media name in the Hill Country.



### AVIDGOLFER Magazine

Our flagship product, AVIDGOLFER Magazine, is returning to the Hill Country, and promises to be better than ever! With a distribution of 30,000 comprised of subscribers, country clubs, daily fee courses, retail stores, events and trade shows, you’re sure to find one in the area.

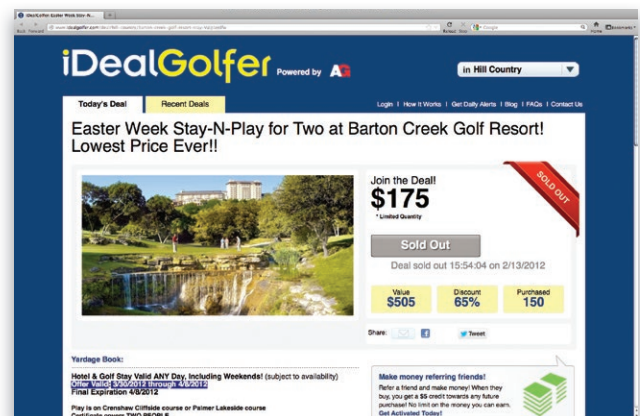
Our editorial is the leader in the clubhouse. Men’s lifestyle editorial features auto, fine dining, travel, golf real estate and health. Golf editorial spotlights golf equipment, golf courses and golf instruction.

Our Cart Girl feature and our Cart Girl of the Year voting is a perfect combination of men’s lifestyle *and* golf. It’s like a hot, juicy cheeseburger at the turn.

Men are crazy about golf and Hill Country golfers are crazy about AVIDGOLFER Magazine (and our cart girls!)

### iDealGolfer.com

The deal is on! If you’re a golf course operator, you can reach thousands of potential customers by partnering with us to offer a deal on idealgolfer.com. Remember, these purchasers often bring three full green fee paying buddies with them when they redeem their coupons. And, we aren’t even including your repeat business because redeemers will love your course so much. Finally, you as the operator, get purchaser email addresses for future marketing as well as your split within two weeks. Partnering with idealgolfer.com is like holing out from the fairway.



# AVID GOLFER

## Facts, Figures & Features

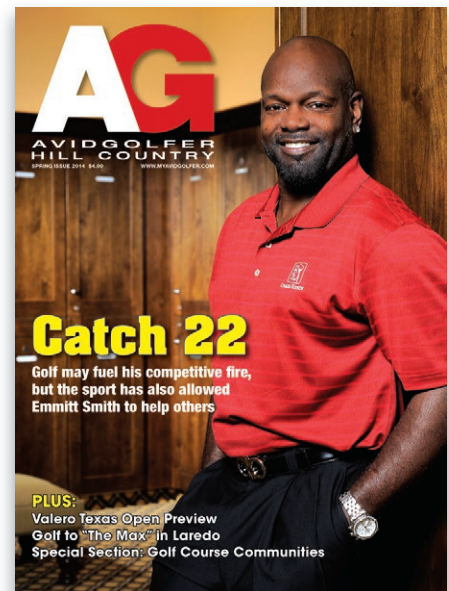
### Departments, Features & More

"Best of Golf" ★ Auto Review ★ Celebrities ★ Course Review ★ Equipment Review ★ Golf Instruction  
Humor ★ Travel ★ Heard on the Tee ★ Golf Course Home of the Month ★ Fine Dining and Spirits

### Our Readers

- 88%** spend over \$2,500 a year on golf clothing
- 79%** play two or more rounds of golf per month
- 77%** take three or more golf vacations a year
- 72%** earn over \$100,000 annually
- 92%** earn over \$50,000 annually
- 89%** of our readers are male
- 44.4** :Average Age
- \$114,200** :Median Income

Source: Reader Survey



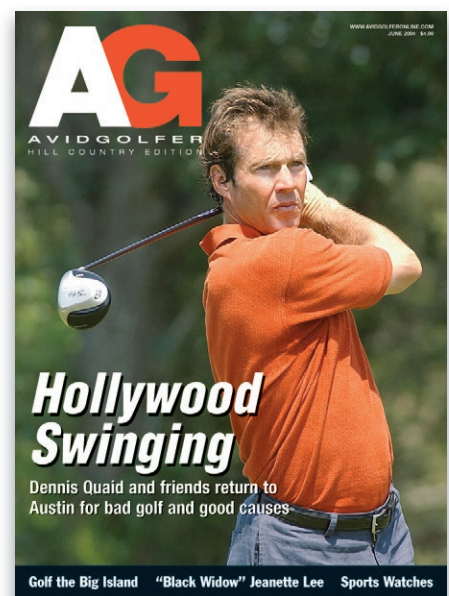
A recent study of 600 Core Golfers indicated that among all media sources, GOLF MAGAZINES WERE FIRST PREFERENCE for news and information regarding EQUIPMENT AND GOLF TRAVEL. Golf magazines were a CLOSE SECOND for information regarding GOLF INSTRUCTION.

Source: National Golf Foundation Study – January 2013

### Distribution

**35,000+**

Total free distribution will be 30,000, approximately 5,000 subscribers will be in addition to the free distribution.







# MEDIA KIT 2017

## AVIDGOLFER MAGAZINE RATE CARD

| FREQUENCY | 1x      | 2x      | 3x      | 4x      |
|-----------|---------|---------|---------|---------|
| FULL PAGE | \$6,200 | \$5,704 | \$5,248 | \$4,828 |
| 2/3 PAGE  | \$4,500 | \$4,140 | \$3,809 | \$3,504 |
| 1/2 PAGE  | \$3,300 | \$3,036 | \$2,793 | \$2,570 |
| 1/3 PAGE  | \$2,300 | \$2,116 | \$1,947 | \$1,791 |

Frequency rates based on total insertions in combined markets

### PREMIUM PAGE AND COVER RATES:

Inquire about pricing and availability. Premium positions available at 15% upcharge. All rates are gross.

### REPRINTS

Reprints of all articles or advertisements are available on request.

### INSERTS

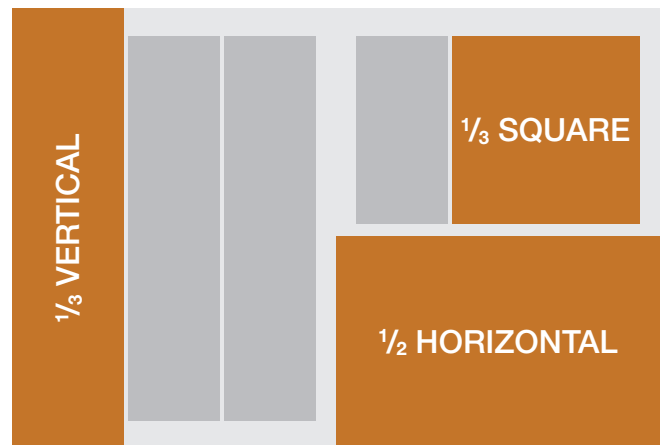
Rates for insert pages, booklets, cards and gatefolds are available on request.

Frequency discounts do not apply.

Ads designed by AVIDGOLFER Magazine are the sole property of the magazine.

Ads may not be used in other publications without the consent of the publisher.

## DIGITAL AD SPECS



|                |                       |
|----------------|-----------------------|
| SPREAD         | 16 X 10.875 INCHES    |
| FULL PAGE      | 8 X 10.875 INCHES     |
| 2/3 VERTICAL   | 5.125 X 10.875 INCHES |
| 1/2 VERTICAL   | 3.875 X 10.875 INCHES |
| 1/3 VERTICAL   | 2.75 X 10.875 INCHES  |
| 1/3 SQUARE     | 4.625 X 4.625 INCHES  |
| 1/2 HORIZONTAL | 8 X 5.25 INCHES       |

Include .125 inch bleed on all ads except for the 1/3 square.

The magazine trim size is 8 x 10.875 inches with a live area of 7.5 x 10.375 inches. All text should be at least .25 inches from the trim.

Include .125 inch bleed on each side of all ads except for the 1/3 square which is an island ad.

Submit a high resolution PDF, Photoshop or Illustrator file with all layers flattened.

All images and artwork must be CMYK (no spot colors) in TIF or EPS format, at least 300 DPI. Do not use LZW compression or any of the encapsulated transfer functions.

Do not use Microsoft True Type fonts unless they are outlined.

### SEND MATERIALS TO:

AVIDGOLFER Magazine  
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Irving, TX 75038  
or e-mail photo@myavidgolfer.com