



# AVID MEDIA VENTURES MEDIA KIT

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

**Avid Media Ventures** has grown in its 16 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

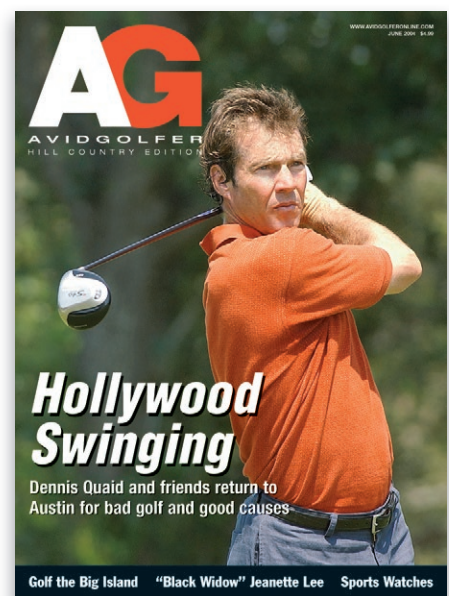
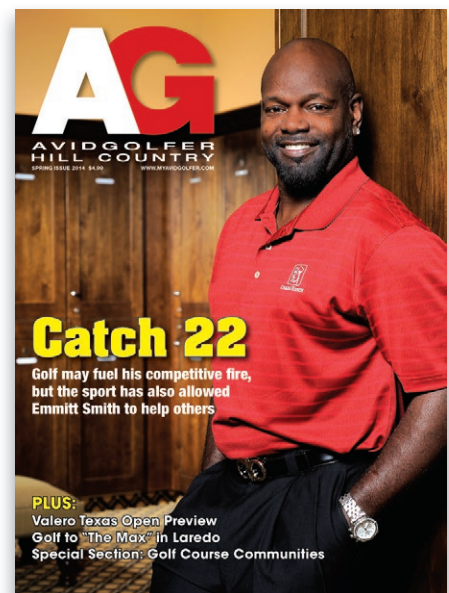
A recent study of 600 Core Golfers indicated that among all media sources, **GOLF MAGAZINES WERE FIRST PREFERENCE** for news and information regarding **EQUIPMENT AND GOLF TRAVEL**. Golf magazines were a **CLOSE SECOND** for information regarding **GOLF INSTRUCTION**.

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.



# AVIDGOLFER

## 2016 HILL COUNTRY EDITORIAL CALENDAR

Editorial calendar subject to change

**COVER STORY**

### Guitar Strings & Golf Clubs

Texas country artist Kyle Park is a warrior of the road, and his favorite instruments are his guitar and his set of golf clubs

BY TRAVIS WEASLEY

**AT 35 YEARS OLD**, most teenagers are still having the epiphany of their first or second job, working that wait-up advancement corporate ladder line, or, perhaps, being, like, some cool, gen-zing entrepreneur on Instagram. But Kyle Park, 35, is a country artist who's been on the road for 10 years, and he's a warrior of the road. Park, wearing a blue t-shirt and jeans, is captured in the middle of a golf swing on a green field. He's wearing a hat and has a focused expression. The background is a blurred green landscape.

### Winter Issue

- Cover Story • Hispanics and the local golf scene
- Feature • Luxury Living
- Feature • Year in Review/Predictions
- Restaurant Review • Open
- Course Review • Open
- Essentials • What's new in 2016

### Spring Issue

- Cover Story • Inside the Mind of a Golf Course Architect
- Feature • 2016 Golf Preview
- Tech • Open
- Cars • Open
- Course Review • Open
- Essentials • Spring tech

**COVER STORY**

### \$wimmin' in Dough?

A look inside the realities of making it big — and just making a living — as a professional golfer

**T**he lobby of the metropolitan...  
 A look inside the realities of making it big — and just making a living — as a professional golfer

**BEST OF PUBLIC GOLF**

**SAN ANTONIO**

**Top 5:**  
 1. The Resort Course at La Cantera  
 2. The Quarry Golf Club  
 3. The Quarry Golf Club  
 4. The Quarry Golf Club  
 5. The Quarry Golf Club

**Best Overall:**  
 1. Canyon Springs Golf Club  
 2. Canyon Springs Golf Club  
 3. Canyon Springs Golf Club  
 4. Canyon Springs Golf Club  
 5. Canyon Springs Golf Club

### Summer Issue

- Cover Story • Open
- Feature • Valero Texas Open Preview
- Tech • Open
- Essentials • Mother's Day/Father's Day Items
- Essentials • Summer Apparel

### Fall Issue

- Cover Story • The Luxury Issue
- Feature • Celebrity Q&A with legendary athletes, actors, politicians, etc.
- Tech • Open
- Cars • Acura TLX
- Essentials • Fall Fashion Items

**CELEBRITY PROFILE**

### Shannon Hughes

Supermodel

**Shannon Hughes** is a professional model and actress. She is known for her work in the fashion industry and her role in the movie 'The Hot Chick'. She is also a professional golfer and has been featured in various golf-related publications.



# MEDIA KIT 2016

## 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

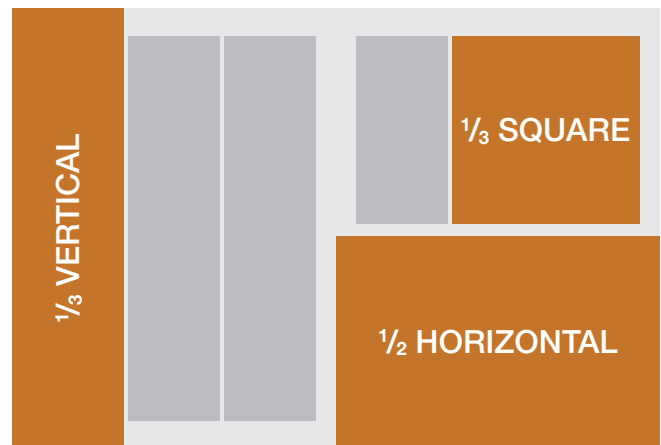
Rates for insert pages, booklets, cards and gatefolds are available on request.

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  
1825 W. Walnut Hill Lane, #106  
Irving, TX 75038  
or e-mail photo@myavidgolfer.com