



AVID MEDIA VENTURES MEDIA KIT

We've Got You Covered From Tee to Green

Avid Media Ventures has grown in its 18 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, knock your approach shot stiff on “The Teebox” Radio Show, drop a birdie putt in one of our events, or have a cold one *on us* at the 19th hole in myavidgolfer.com, you can have confidence that you are playing with *the* premier men’s lifestyle and golf media name in Dallas/Fort Worth.



AVIDGOLFER Magazine

Our flagship product, AVIDGOLFER Magazine, begins its 16th year with a distribution of 45,000 comprised of subscribers, country clubs, daily fee courses, retail stores and doctor’s offices, events and trade shows.

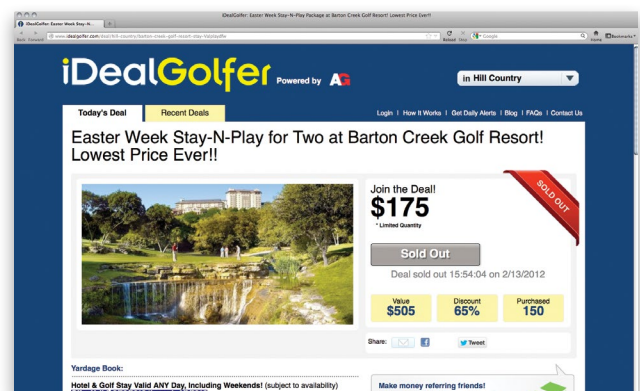
Our editorial is the leader in the clubhouse. Men’s lifestyle editorial features auto, fine dining, travel, golf real estate and health. Golf editorial spotlights golf equipment, golf courses and golf instruction.

Our Cart Girl of the Month monthly 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 Dallas/Fort Worth area 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 28,000 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.



AG THE NUMBERS

AVIDGOLFER Magazine Rate Card

FREQUENCY	1x	3x	6x	12x
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

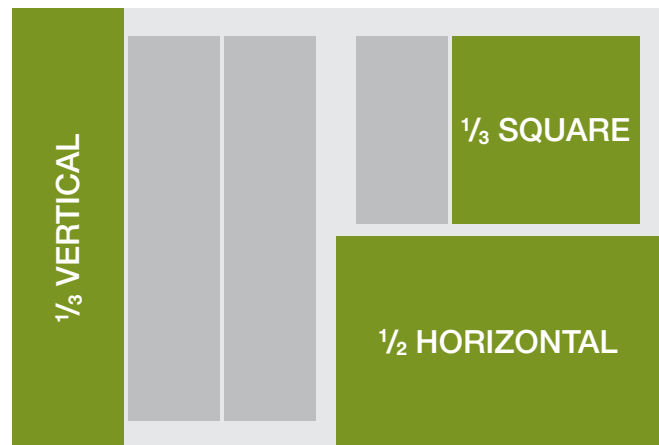
Rates for insert pages, booklets, cards and gatefolds are available on request.

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