



WHO WE ARE

Avid Media is a niche media company that focuses on the sport of golf and men's lifestyle. Under our umbrella, we offer print, digital advertising, social media opportunities, event sponsorship, a golf expo and a weekly radio show.



Our Dallas / Fort Worth monthly publication
covering all things golf, health and lifestyle.
www.myavidgolfer.com



The Metroplex's top-rated golf show for 29 years.
www.myavidgolfer.com/the-tee-box



The preeminent gathering of courses and
vendors of the North Texas golf industry.
www.dallasgolfexpo.com



Our junior tours conducts golf events for high school golfers trying
to reach the next level while providing a professional and positive
environment for young golfers to improve their golfing skills.
www.tjgt.com

Print ■ Radio ■ Digital ■ Golf Expo ■ Passbooks ■ Junior Golf

Print

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AVIDGOLFER Magazine

Our flagship product, AVIDGOLFER Magazine, begins its 26th year with a distribution of 45,000 comprised of our subscribers, country clubs, daily fee courses, retail stores and doctor's offices, events and trade shows in north Texas.

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

Avidgolfer Collector's Edition

Every year in March, we produce a Collector's Edition, a 100-page coffee-table publication that showcases our top features from the past 12 months. (The Collector's Edition is distributed to numerous tournament directors and event coordinators so they can place them in their goody bags.)

More than 50,000 Collector's Editions are printed and fully distributed before the end of the year. The publication features the best we had to offer, including our Best of Private and Public write-ups, celebrity profiles and our top cover stories from the previous year. Your inclusion in the Collector's Edition is a certain ace.



BY THE NUMBERS

Subscribers*	12,000
Country Clubs	10,000
Daily-Fee Courses	10,000
Retail Locations	4,500
Doctor's Offices	4,500
Offices, Events & Trade Shows	4,000

Total Distribution: 45,000

*Number of subscribers changes monthly and does not include digital downloads.



MONTHLY MAGAZINE DEADLINES

Space Reservation: Minimum 45 days prior.

Artwork Submitted for Production: 14th of prior month.

Final Ad Submitted for Print: 18th of prior month.

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Every month AVIDGOLFER Magazine features travel destinations, golf course reviews, essential products, golf and fitness instruction, vehicle test drives, local restaurants and much more.

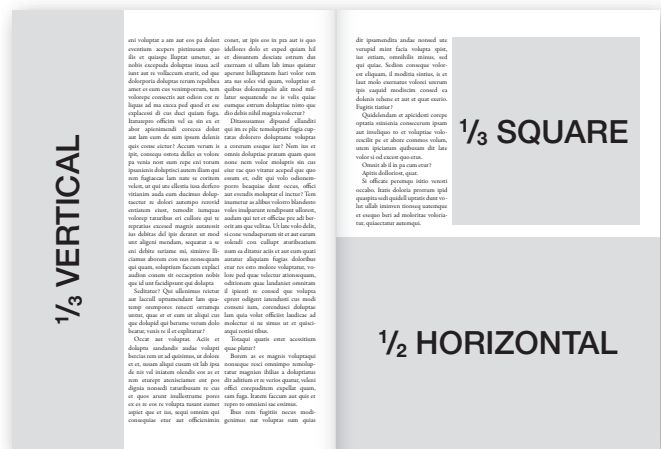
AVIDGOLFER also produces special annual issues.

- ▶ **February:** Golf Tournament Guide
- ▶ **March:** DFW's Best Private Golf Clubs
- ▶ **May:** Byron Nelson & Colonial Tournament Previews
- ▶ **August:** Luxury Living & Golf Lifestyle
- ▶ **September:** Ascendant LPGA Preview
- ▶ **November:** DFW's Best Public Golf Courses
- ▶ **December:** Holiday Golf Gift Guide



AG Aspects

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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	

SEND MATERIALS TO:
AVIDGOLFER Magazine
 1825 W. Walnut Hill Ln. Suite 106
 Irving, TX 75038
 or email jason@myavidgolfer.com

The magazine trim size is 8 x 10.875 inches with a live area of 7.25 x 10.125 inches. All text should be at least .375 inch 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 encapsulated transfer functions.

Do not use Microsoft True Type fonts unless the text is outlined.

Bleed Area
 .125" beyond trim

Margin Area
 At least .375"

Active Area
 7.25" x 10.125"

FULL PAGE
TRIM SIZE
 8 x 10.875 inches
TOTAL AREA
INCLUDING BLEED
 8.25 x 11.125

SPREAD
TRIM SIZE
 16 x 10.875 inches
TOTAL AREA
INCLUDING BLEED
 16.25 x 11.125

Radio

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30
Years
On The Air

THE TeeBox GOLF SHOW

**Metroplex's Top-Rated
Golf Show for 30 Years**



Rick Arnett
@arnettrick



Craig Rosengarden
@avidgolfer98



Eli Jordan
@theelijordan

On the air since 1994 and currently hosted by Rick Arnett, Craig Rosengarden and Eli Jordan, the show airs every Saturday morning from 8-10 a.m. Rather than delivering your typical mind-numbing country club blather, "The TeeBox" brings a "common man's" perspective to the popular pastime. Sure, it covers the golf leaderboards, the latest equipment news, course reviews and interviews from the game's top names. But it also delivers unique views on what the game sorely needs to be – more player and fan friendly.

Sponsorship opportunities include recorded and live reads and on-site remotes. Weekly email blast banner ads and podcasts' preceding online message available in addition to, or separate from live radio opportunities.

BY THE NUMBERS

Top 10 Show: Men 25-54

Top 6 Show: Men 35-65

On average 23,000-25,000
listeners each Saturday morning.



youtube.com/user/myavidgolfer



www.myavidgolfer.com/the-tee-box

Dallas Golf Expo

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AVIDGOLFER Magazine and The TeeBox Golf Show Presents The 2024 Dallas Golf Expo

March 15-17, 2024 at Dallas Market Hall

We are excited to take on the 2024 Dallas Golf Expo and expand it to 50% bigger than previous shows. As a strong, local brand rooted in the golf industry, we understand all the aspects of the business of golf. Avid has a large and loyal following and through partnerships with The TICKET Sportsradio and area golf courses, we are confident that we can reach all the area's golfers to be in attendance. Come out and showcase your brand and company to thousands of new customers.

EXPERTS IN THE LOCAL GOLF SCENE

Avid Media has many golf brands that thrive in DFW and we look forward to putting on a strong golf expo for 2024. AVIDGOLFER Magazine, The TeeBox Radio Show, AG Passbooks, and TX Jr. Golf Tour. Our brands have a loyal following and access to over 50,000 golfers - we can get people in the door! Our radio show is the longest running local sports show and can tout heavy stats for listeners, we're confident this year's golf expo will be one of the best and are guaranteeing it will be 50% larger than in the past.

SHOW FEATURES

The 2024 AG Dallas Golf Expo will feature the following within the Main Hall of Dallas Market Hall in Dallas.

- Demo Area
- Chipping Nets
- Long Putt Contest
- Stage for Speakers
- Concessions
- Beer Garden with TV Displays

EXHIBITOR INFORMATION

We offer many booth sizes and options to accommodate exhibitor needs to display and promote their brand or products. Discounts available on multi-year commitments. For more information and the floorplan visit the website.

Ask your rep to sign-up early and receive up to a 15% discount on pricing. Early bird deadline for exhibitor registration is October 17th.

Standard Location

10 x 10: \$1,150

10 x 20: \$1,895

20 x 20: \$2,850

Premium & Corner Location

10 x 10: \$1,350

10 x 20: \$2,295

20 x 20: \$3,200

Contact Information

Sponsorship Options: Craig Rosengarden (craig@myavidgolfer.com)

Space Pricing: Laura Thompson (laura@myavidgolfer.com)

www.dallasgolfexpo.com



**DALLAS
GOLF
EXPO**

Digital

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2024 Digital Advertising Opportunity

AVIDGOLFER Magazine has an exclusive member base of some of the most sought after demographics for advertising including, country club members, 72% head of household annual income \$100k+, 67% travel multiple times annually and more than three times exclusively for golf.

Digital Reach includes Email Sponsorship with dedicated message or banner ads, print ads include digital impression via trackable URL embedded in online magazine.

AVIDGOLFER Annual Digital Stats

Monthly Visits Averages

- 21,000 unique visitors
- With 73,000 sessions
- 142,000 page views
- 1.95 pages at one minute

Emails Sent Monthly

- Email Averages: Open Rate 26% • Click Thru 31%



Digital content with a direct link for customers from the online magazine.



Social Media



Avidgolfer Magazine



Avidgolfer



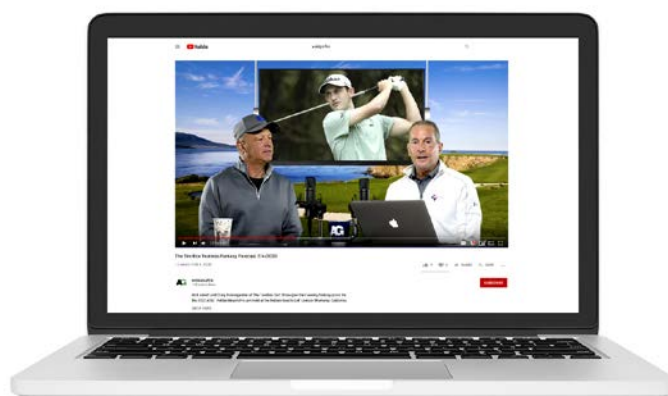
AvidgolferDFW



AvidgolferDFW

New for 2024 on YouTube

- ▶ Car Reviews
- ▶ Golf Course Reviews
- ▶ Fitness and Instruction
- ▶ Fearless Fantasy Forecast

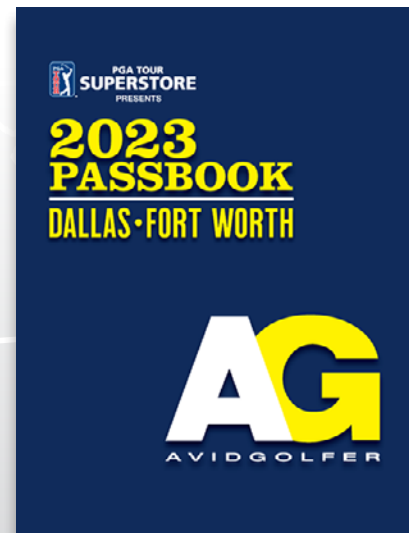
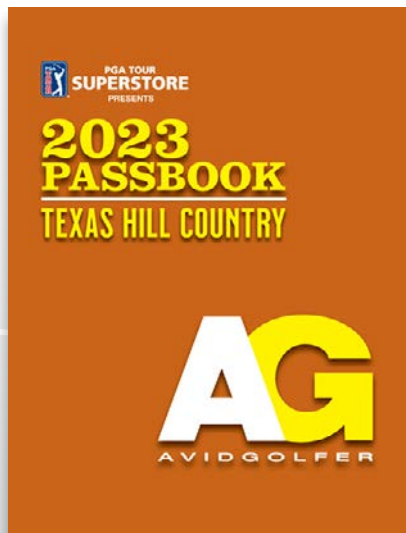


Passbooks

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AVIDGOLFER Passbooks are purchased as an annual membership in which the buyer must carry the physical book in their possession in order to redeem. They also receive monthly emailed newsletters. The Passbooks are sponsored by PGA TOUR SUPERSTORE and SRIXON GOLF BALLS.



Our Current AG Passbook Subscriber Base is 58,000

Junior Golf

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2024 Junior Golf Tour Sponsorship Opportunities

The Texas and Rocky Mountain Junior Tours combined consist of over 2,000 members annually. The database of all junior golfers, parents and members is 16,000+ and growing.

TJGT and RMJT offer additional marketing and sponsorship opportunities to target a younger generation with over 100 events across the Central & Western U.S. each year.

Major events scheduled in 2024, available for sponsorship at Elite Qualifiers.

Emails Per Month: 8 to 10 per brand

Open Rate: Average 13%

Sponsorship Opportunities Include:

- Title sponsors
- Tournament and member sponsors
- Dedicated and email banners
- Tournament gifts, water stations and snacks

www.tjgt.com

travism@tjgt.com

Texas Junior Golf Tour

Social Media

Instagram: @txjrgolf

Twitter: @TJGT

Facebook: @texasjuniorgolftour

TikTok: @txjrgolf



**TEXAS COLLEGIATE
AMATEUR TOUR**

