

WHO WE ARE

Avid Media Ventures is a niche media company that focuses on the sport of golf and 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 TEEB X GOLF SHOW

The Metroplex's top-rated golf show for 31 years. www.myavidgolfer.com/the-tee-box

TEXAS GOLF EXPO

The preeminent gathering of courses and vendors of the Texas golf industry.

www.texasgolfexpo.com



Our junior tours conduct 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

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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, interviews, 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

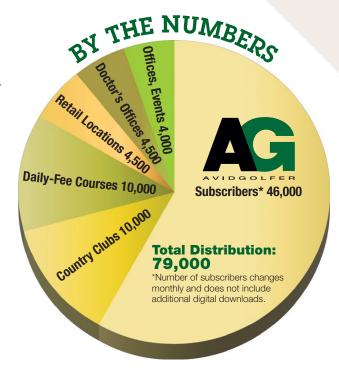
Every year in March, we produce a Collector's Edition, a 100-page coffee-table publication that showcases our top features from the past 12 months. (The Collector's Edition is distributed to numerous tournament directors and event coordinators so they can place them in their goody bags.)

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.

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.



11% 13% 37% 28% 11% MALE MALE MALE MALE FEMALE 20-34 35-49 50-64 65+



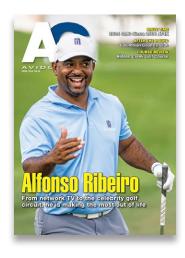
Editorial Calendar

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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 Previews
- ► August: Luxury Living & Golf Lifestyle
- ► September: Ascendant LPGA Preview
- ▶ November: DFW's Best Public Golf Courses
- ▶ December: Holiday Golf Gift Guide







JANUARY

- Cover Story Most Influential People in DFW Golf
- Feature Open
- Travel Reynolds Lake Oconee
- Restaurant Review Rowdy Cowboy
- Course Review Firewheel Golf Park
- Essentials Winter Wear

FEBRUARY

- Cover Story Open
- Special Feature Tournament Guide
- Travel RTJ Trail (North)
- Restaurant Review Open
- Course Review Open
- Essentials New Releases

MARCH

- Cover Story Best of Private Clubs
- Feature Open
- Travel Mountain Sky Guest Ranch
- Course Review Open
- Restaurant Review Open
- Essentials New for Spring

APRIL

- Cover Story CJ Cup Byron Nelson Preview
- Feature Open
- Travel Utah
- Restaurant Review Open
- Course Review Open
- Essentials Spring Essentials

MAY

- Cover Story Charles Schwab
- Challenge Preview
- Feature Open
- Travel Open
- Tour Spotlights Previous Nelson and Colonial Winners
- Restaurant Review Open
- Course Review Open
- Essentials Pepping for Summer

JUNE

- Cover Story KPMG Women's PGA Championship at Fields Ranch
- Feature Open
- Travel Open
- Restaurant Review Open
- Course Review Open
- Essentials Summer Fashion Guide

JUL

- Cover Story Open
- Feature Open
- Travel Open
- Restaurant Review Open
- Course Review Open■ Essentials Heat Gear
- AUGUST
- Cover Story Open
- Feature Open
- Travel Open
- Restaurant Review Open
- Essentials Luxury Items

SEPTEMBER

- Cover Story Open
- Travel Open
- Restaurant Review Open
- Course Review Open
- Essentials Prepping for Fall

OCTOBER

- Cover Story Open
- Feature Ópen
- Travel Open
- Restaurant Review Open
- Course Review Open
- Essentials Winter Wear

NOVEMBER

- Cover Story Best of Public Golf
- Travel Open
- Executive Spotlight Open
- Restaurant Review Open
- Essentials Holiday Gift Guide

DECEMBER

- Cover Story Open
- Feature Open
- Travel Open
- Executive Spotlight Open
- Restaurant Review Open
- Course Review Open
- Essentials Last Minute Holiday Gift Guide



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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

The magazine trim size is 8×10.875 inches with a live area of 7.25×10.125 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 $\frac{1}{3}$ 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.

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¹/₃ SQUARE

1/2 HORIZONTAL



Bleed Area .125" beyond trim



Margin Area At least .375"



Active Area 7.25" x 10.125"

SEND MATERIALS TO:

AVIDGOLFER Magazine 1825 W. Walnut Hill Ln. Suite 106 Irving, TX 75038 or email jason@myavidgolfer.com FULL PAGE TRIM SIZE 8 x10.875 inches TOTAL AREA INCLUDING BLEED 8.25 x11.125 SPREAD TRIM SIZE 16 x 10.875 inches TOTAL AREA INCLUDING BLEED 16.25 x 11.125

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2025 Digital Advertising Opportunity

AVIDGOLFER Magazine's Digital Reach includes email sponsorship with dedicated message or banner ads, print ads include digital impression via trackable URL embedded in online magazine. Monthly emails are sent twice to all subscribers with reminders on unopened engagements.



Digital content with a direct link for customers from the 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%

Social Media Sites



Avidgolfer Magazine



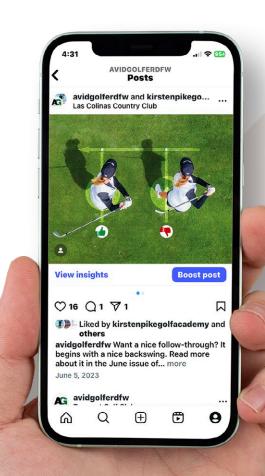
AvidgolferDFW



AvidgolferDFW



Avidgolfer



Radio

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On Noars

THE TEEB X GOLF SHOW





Rick Arnett

@arnettrick

THE

TeeBox

Metroplex's Top-Rated Golf Show for 31 Years

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.

ON AIR Rick Arnett Craig Rosengarden Eli Jordan

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.











www.myavidgolfer.com/the-tee-box



Saturday morning from 8 a.m. to 10 a.m. on Sportsradio 96.7 fm and 1310 The Ticket.



Texas Golf Expo

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TEXAS GOLF EXPO

Dallas
Plano Event Center
March 20-22, 2026

HoustonNRG Convention Center
April 3-4, 2026







AVIDGOLFER Magazine and The TeeBox Golf Show Presents 2026 Texas Golf Expo

EXPERTS IN THE LOCAL GOLF SCENE

Avid Media Ventures, celebrating 26 years in business, has multiple golf brands including AVIDGOLFER Magazine, The TeeBox Radio Show, AG Passbooks, and Avid Junior Golf Tour. TeeBox Radio Show is the longest running local sports show, on air for over 31 years. We will utilize these avenues and our other partners within the golf industry to ensure a strong golf expo with high attendance. Our brands have access to over 50,000 golfers – we can get people in the door!

SHOW FEATURES

The 2026 Texas Golf Expo will feature the following areas within the the Plano Event Center, where we will have exclusive use of the full facility.

- Demo Area
- Chipping Nets
- Long Putt Contest
- Stage for Speakers
- Concessions
- Beer Garden with TV Displays
- Children's Area
- Health and Wellness Feature Room

EXHIBITOR INFORMATION

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

2026 BOOTH PRICES

10 x 10: \$1,250 • 10 x 20: \$1,850 10 x 40: \$3,650 • 20x20: \$3,650

CONTACT INFORMATION

SPONSORSHIP OPTIONS:

Craig Rosengarden (craig@myavidgolfer.com)

SPACE PRICING:

Laura Thompson (laura@myavidgolfer.com)

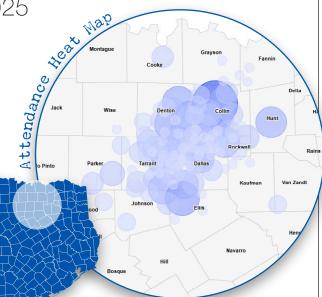
www.texasgolfexpo.com

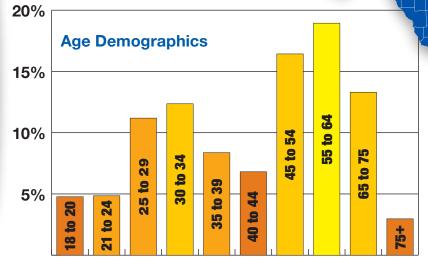
Expo Audience

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TEXAS GOLF EXPO

We are excited to present the 2026 Texas Golf Expos in Dallas, and debuting Houston. As a strong, Texas brand rooted in the golf industry, we understand all the aspects of the business of golf. Avid has a large and loyal following through partnerships with The TICKET Sportsradio and area golf courses. Come out and showcase your brand and company to thousands of new consumers.



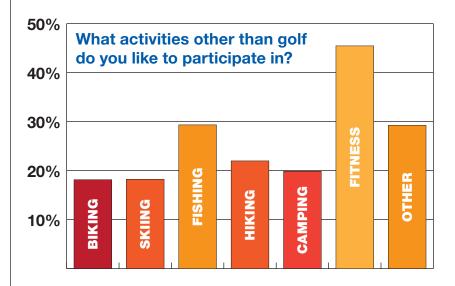


2025 Dallas Show Boasted Almost 7,000 Patrons

Male 75% Female 25%

AVERAGE ATTENDEE PROFILE

Age: 45-64 Income: \$150,000-\$349,000 Married 70% Own a Home





Junior Golf

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2025 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 2025, 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





