



# Avid Lifestyle

GREENWOOD VILLAGE, CHERRY HILLS, CASTLE PINES & SOUTH SUBURBS

2023 MEDIA GUIDE



## ABOUT US

Brought to you from the publishers of *Colorado AvidGolfer* magazine, ***AvidLifestyle*** is a targeted community lifestyle publication covering the affluent communities of **Greenwood Village, Cherry Hills, Castle Pines** and the **South Suburbs**.

Through an authentic community voice and engaging content, we feature the best of these areas by covering happenings around town, local business news, people making an impact in the community, what's hot in the culinary world, where to shop, popular fashion trends and much more.

Locally Owned and Operated  
Denver Tech Center

## OUR EXPERIENCE & REPUTATION

More than 100 years of combined publishing experience that includes *Esquire*, *Town & Country*, *ESPN the Magazine*, *Woman's Day*, *The Denver Post*, *SKI* and *SKIING* magazines, and *DiningOut*

**Esquire** **SKI** **Woman's Day**  
**ESPN** **TOWN & COUNTRY**  
**THE DENVER POST** **DININGOUT**  
Magazine  
**SKIING**





## OUR REACH

12

Issues per year

13,300

Copies direct mailed to homes  
with home values of \$850,000+  
in Greenwood Village, Cherry Hills,  
Castle Pines and select neighborhoods  
in Lone Tree and Centennial

1,000

Copies featured at premier restaurants,  
luxury automobile dealerships,  
hotels, real estate offices, shopping areas,  
retail outlets, private jet aviation centers,  
jewelry stores and medical offices



42,900

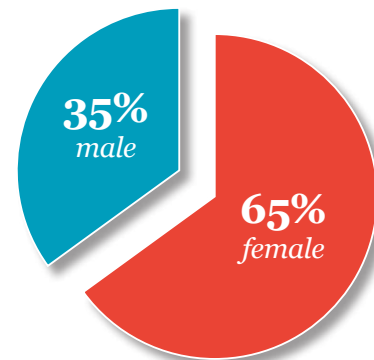
Readers Per Issue

514,800

Readers Annually







## READER PROFILE

**42**  
Median Age

**65%** – Female  
**35%** – Male

**71%**  
Married



## AFFLUENT & WELL-EDUCATED

**90%+**  
College-Educated

**\$1,234,879**  
Average Net Worth

**\$1.5 billion**  
Combined Disposable Income

**\$112,157**  
Average Household Disposable Income





## A TARGETED AUDIENCE

**AvidLifestyle** reaches the most affluent households in Greenwood Village, Cherry Hills, Castle Pines and select neighborhoods in Lone Tree and Centennial. Delivering community influencers, business leaders and an active audience who are well-educated, love to shop and enjoy the finer things in life, **AvidLifestyle** is direct-mailed monthly to readers with home values of \$850,000 or higher.

## MEDIAN HOUSEHOLD INCOME

Cherry Hills: **\$417,623**

Greenwood Village: **\$230,991**

Castle Pines: **\$276,668**

Lone Tree: **\$173,191**



## MEDIAN HOME VALUE

Cherry Hills: **\$2,829,960**

Greenwood Village: **\$1,518,765**

Castle Pines: **\$1,600,000**

Lone Tree: **\$1,245,950**



## TARGETED | SIMPLE COST EFFECTIVE

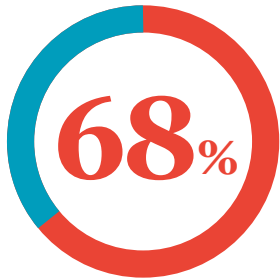
*AvidLifestyle* provides your business a highly targeted opportunity to deliver your advertising message directly to the affluent buyers in one of the most sought-after areas in Colorado.

—○○—

## PROVEN SUCCESS IN ADVERTISING

Niche Market Position + Targeted Upscale  
Distribution = **Strong ROI**

—○○—



## DELIVERING RESULTS

**68%** of community/regional magazine readers  
buy products and services from ads seen  
in the publication



## READER LOYALTY

**76%** of readers will have the last issue of  
the magazine “in hand” when  
the new issue arrives





## PURCHASING POWER

With a combined disposable income of **\$1.5 billion**, *Avid Lifestyle* readers are very likely to buy and spend money on the following:

Apparel | Automobiles | Dining | Education  
Financial Planning | Fine Jewelry | Fitness  
Home Appliances | Home Furnishings  
Medical | Real Estate Services  
Senior Care | Travel and More!

## TOP BRANDS USING *AvidLifestyle*

THE  
BROADMOOR

*Shanahan's*  
STEAK • FISH • COCKTAILS  
A MODERN STEAKHOUSE

JAGUAR



Schomp BMW



PETER MILLAR

*HL*  
HOWARD LORTON  
— FURNITURE & DESIGN —

PARK MEADOWS  
COLORADO'S ONLY RETAIL RESORT

Colorado Style  
HOME FURNISHINGS

*Tito's*

*Handmade*  
VODKA  
AUSTIN • TEXAS

thurston  
KITCHEN BATH

Dream  
Makers  
CUSTOM  
OUTDOOR SPACES

LIV | Sotheby's  
INTERNATIONAL REALTY

*Fairmont*  
SCOTTSDALE PRINCESS



Kentwood  
Real Estate

KOELBEL

Health  
ONE Sky Ridge  
Medical Center®  
Beyond Your Expectations





## THE EVENT

**AvidLifestyle** and **Colorado AvidGolfer**, come together every year for this special event focused on raising awareness and money to benefit our amazing charity partner **Bags of Fun**.

Bags of Fun is local charity that brings joy, laughter and relief to children in the fight of their lives. Their mission is to deliver a Bag of Fun to every sick child whose health and happiness is both compromised and threatened.

Recognized as one of the hottest new luxury events in town, **Wheels of Dreams** provides our partners with a **unique outreach opportunity**.

Throughout the evening guests explore a highly-curated collection of vintage and exotic automobiles. Relax in lounges decorated by top local interior designers.

Enjoy bespoke cocktails and sample culinary delights from renowned local chefs. Entertainment includes live music, artists presentations, aerial performances, an interactive golf experience and much more!

**AvidLifestyle** **AvidGolfer**

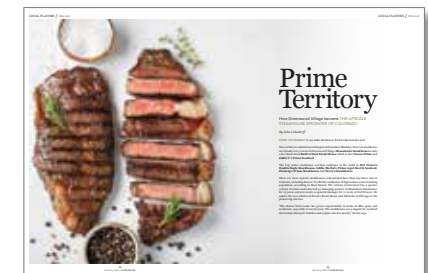




## EDITORIAL CONTENT

You benefit from the trust we've built with our readers. We highlight what makes the south Denver suburbs a better place to call home through the highest quality city magazine content in the market.

Our team of professional writers and editors discover and curate best-in-class local stories that entertain, educate and delight our readers. Our purpose is to initiate—and join—the conversations that matter to our community. We connect with the people, businesses and organizations that are doing amazing things in our area, and we celebrate their stories through well-crafted journalism.



## CONTENT PILLARS

### IN EVERY ISSUE

#### On the Agenda

Can't miss events in our community and around Colorado.

#### Local Flavors

Fine and casual dining, bars, entertaining, cooking, beer, wine and spirits.

#### Dwelling Well

Home trends, interior design, landscaping, hardscaping, textiles and decor.

#### Healthy Living

Top workouts, places to get your sweat on, health issues, skincare, haircare and more.

#### Ready to Wear

Colorado style, fashion, jewelry and accessories.

#### Influencers

The organizations and people who help shape our community.

### OTHER DEPARTMENTS

#### Wayfarers

Destinations, hospitality, road trips, outdoor adventure and family travel.

#### Arts & Culture

A behind-the-scenes look at local cultural events.

#### Local Gift Guides

Great ideas for gifting locally for those you love.



# Avid Lifestyle

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Sources: DataUSA, US Census Bureau, Zillow, American Community Survey, Denver Regional Council of Governments, DBJ, Coldwell Banker, World Population Review City, Regional Magazine Association and Point2homes.