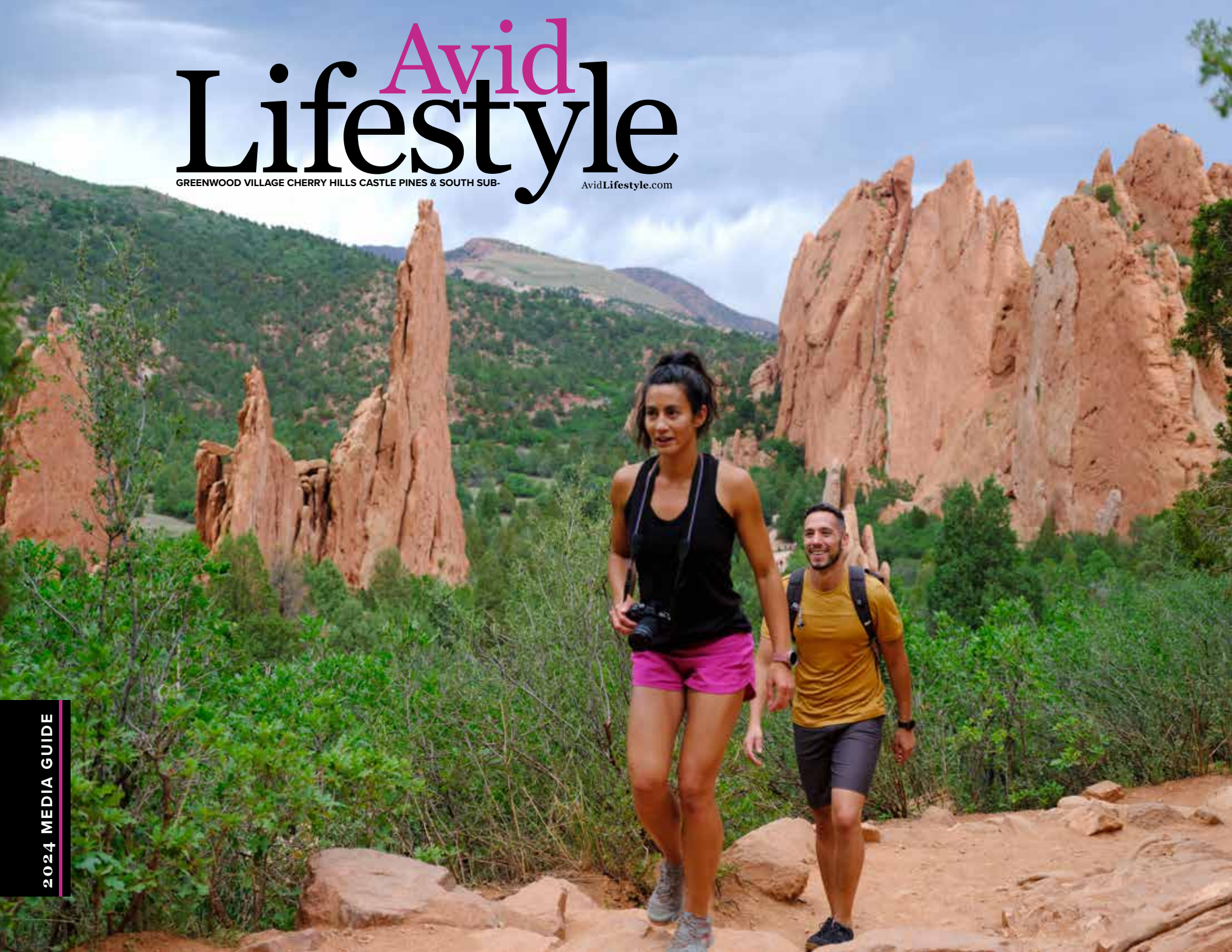


Avid Lifestyle

GREENWOOD VILLAGE CHERRY HILLS CASTLE PINES & SOUTH SUB-

AvidLifestyle.com





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 *Dining Out*

Esquire **SKI** **Woman's Day**
ESPN **TOWN & COUNTRY**
THE DENVER POST **DINING OUT**
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



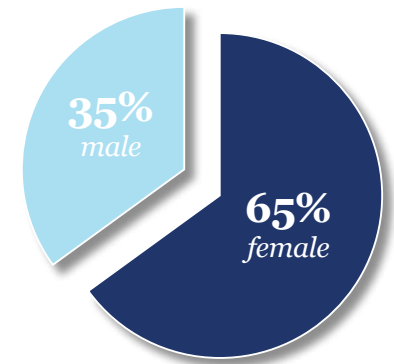
42,900

Readers Per Issue

514,800

Readers Annually



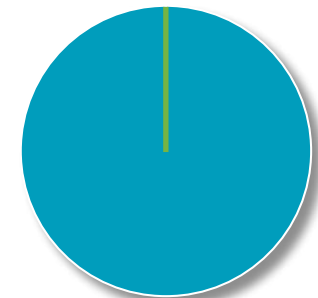


READER PROFILE

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**

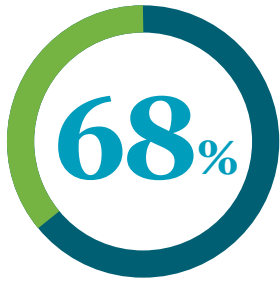
Lone Tree: **\$1,245,950**

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 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!



Avid Lifestyle

TWO-PAGE
SPREAD

FULL PAGE
SINGLE

1/3
SQUARE

1/2 HORIZONTAL

2/3
VERTICAL

1/3 VERTICAL

1/2
VERTICAL

1/6 HOR.

PRINT AD SPECS

All dimensions are listed in inches, width x height. If your two page spread or full page ad has a bleed, do not include crop marks. Scan the QR code below for an explanation of bleed, safe/live and trim area dimensions!

DIMENSIONS MUST INCLUDE .25 Bleed
DO NOT INCLUDE CROP MARKS

TWO PAGE SPREAD

BLEED Size: 17.25" x 11.375"

TRIM Size: 16.75" x 10.875"

SAFE/LIVE Area: 16.25" x 10.375"

FULL PAGE AD

BLEED Size: 8.875" x 11.375"

TRIM Size: 8.375" x 10.875"

SAFE/LIVE Area: 7.875" x 10.375"

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

FRACTIONAL ADS

1/3 Square: 4.75" x 4.875"

1/2 Horizontal: 7.375" x 4.8542"

2/3 Vertical: 4.75" x 9.875"

1/3 Vertical: 2.25" x 9.875"

1/2 Vertical: 4.75" x 7.375"

1/6 Horizontal: 4.75" x 2.3125"

GATE FOLDS & INSERTS

Contact allen@coloradoavidgolfer.com for specifications on gatefolds, bound-in inserts and loose inserts. Artwork must be approved by printer one week prior to materials due deadline.

FILE REQUIREMENTS

Files should be created in the appropriate size as indicated to the left. Fees will be incurred for files that we have to modify or recreate. Press-optimized PDF File Format is preferred (PDF/X-4:2008). Do not include crop marks in file.

IMAGE RESOLUTION

300 dpi is required for all image files. 72 dpi files are not acceptable. Ad materials supplied with low resolution images and/or graphics will be returned.

COLOR PROFILE

Specify all colors in your ad as CMYK process colors. Rather than using 100% black to make a black background, use the formula 60% cyan, 40% magenta, 30% yellow, and 100% black for a denser, rich black.

SUBMISSION INFO

Please proofread your ad for errors before sending. All ad materials are due at ad close. For any questions regarding file preparation, deadlines, or to send your press ready files, email brenna@avidlifestyle.com.



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.

CONTENT PILLARS

On the Agenda

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

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

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

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

Colorado style, fashion, jewelry and accessories.

The organizations and people who help shape our community.

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

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

Great ideas for gifting locally for those you love.





Avid Lifestyle

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