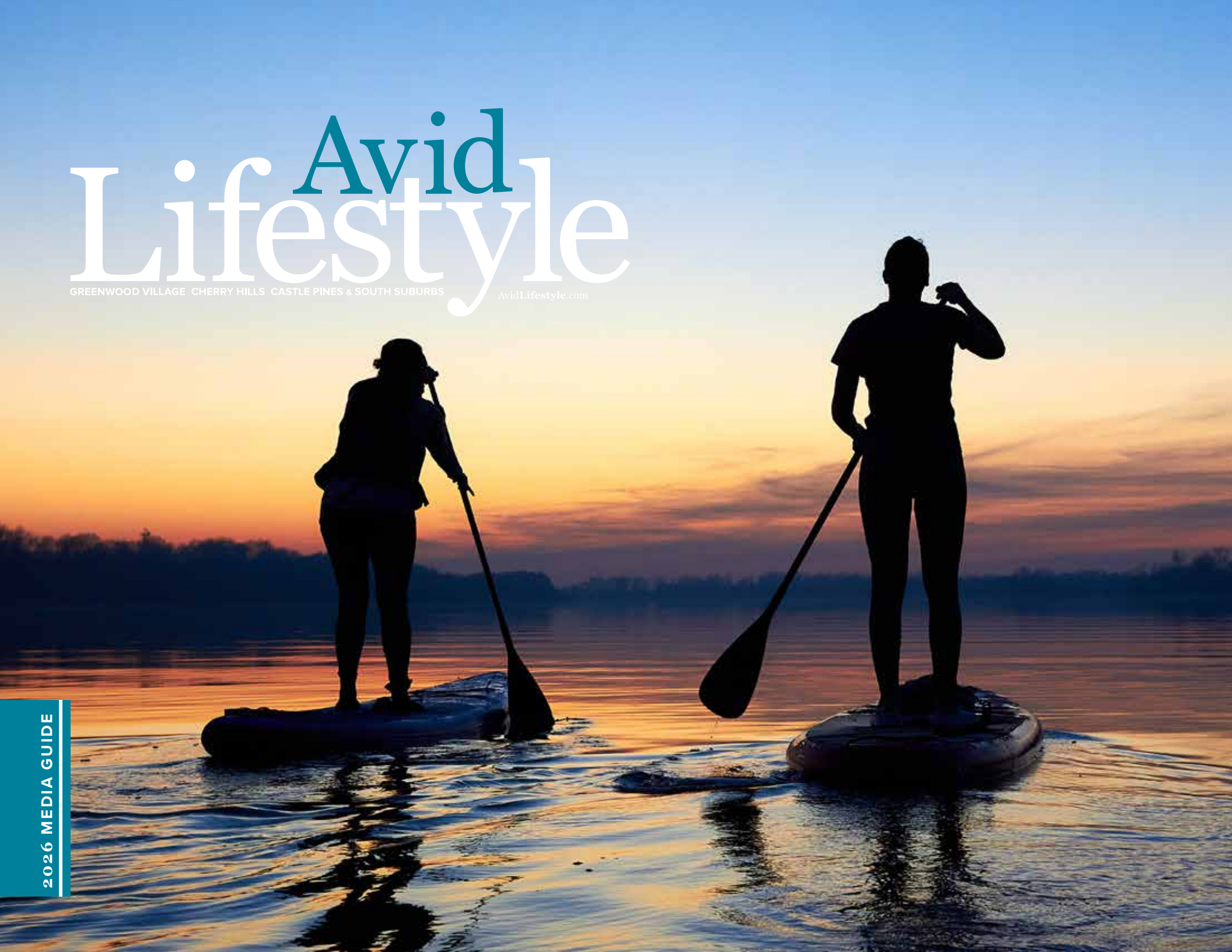


Avid Lifestyle

GREENWOOD VILLAGE CHERRY HILLS CASTLE PINES & SOUTH SUBURBS

AvidLifestyle.com

2026 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, Lone Tree** 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 *Colorado AvidGolfer*, *Esquire*, *Town & Country*, *ESPN the Magazine*, *Woman's Day*, *The Denver Post*, *SKI* and *SKIING* magazines, and *Dining Out*

AvidGolfer

Esquire **SKI** **Woman's Day**

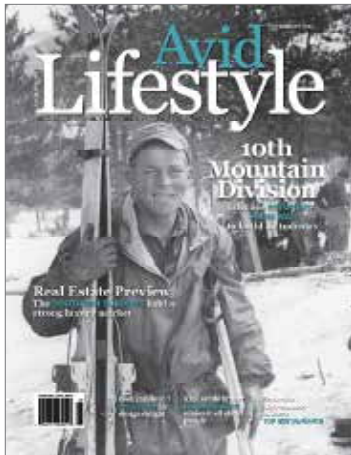
ESPN
THE MAGAZINE

TOWN & COUNTRY

THE DENVER POST

DINING OUT
Magazine

SKIING
MAGAZINE



OUR REACH

12

Issues per year

14,500

Copies direct mailed to homes with home values of \$1,000,000+ 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



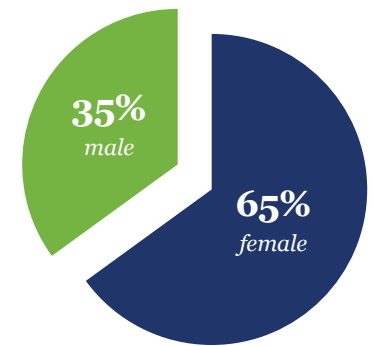
36,250

Readers Per Issue

435,000

Readers Annually



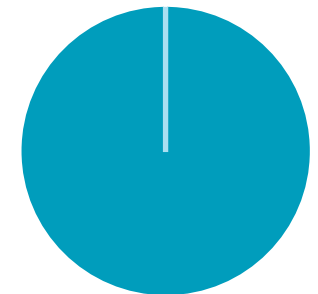


READER PROFILE

42
Median Age

65% – Female
35% – Male

71%
Married



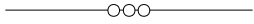
AFFLUENT & WELL-EDUCATED

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 **\$1,000,000** or higher.



AVERAGE HOUSEHOLD INCOME

- Cherry Hills: **\$503,255**
- Greenwood Village: **\$258,780**
- Castle Pines: **\$327,934**
- Lone Tree: **\$173,315**



MEDIAN HOME VALUE

- Cherry Hills: **\$2,000,001**
- Greenwood Village: **\$1,213,300**
- Castle Pines: **\$1,260,200**
- Lone Tree: **\$819,800**



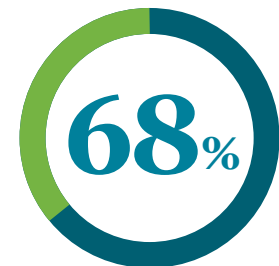
TARGETED | SIMPLE COST EFFECTIVE

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.



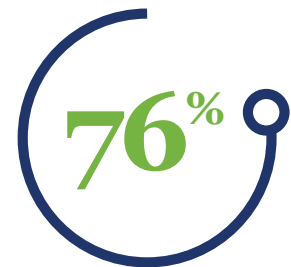
PROVEN SUCCESS IN ADVERTISING

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  **Central Bank**

Shanahan's
 STEAK • FISH • COCKTAILS
 A MODERN STEAKHOUSE


JAGUAR



Schomp BMW



HL
HOWARD LORTON
 — FURNITURE & DESIGN —

Tito's

Handmade
 VODKA
 AUSTIN • TEXAS


Kentwood
 Real Estate

thurston
 KITCHEN ■ BATH

PARK MEADOWS
 COLORADO'S ONLY RETAIL RESORT

LIV | **Sotheby's**
 INTERNATIONAL REALTY

KOELBEL


PETER MILLAR



THE EVENT

AvidLifestyle and **Colorado AvidGolfer** joined forces once again for the 5th Annual Wheels of Dreams Charity Experience at Hangar Club, presented by Central Bank and Howard Lorton Furniture & Design. This signature evening celebrated community, style, and purpose—**raising \$151,000 for FullCircle**, which supports young people and families facing mental health and addiction challenges.

In five years, **Wheels of Dreams** has generated more than **\$489,000** for local children's charities, with every contribution staying in the community. Recognized as one of Denver's premier luxury events, it offers partners and guests a one-of-a-kind experience.

The phrase "Indulge in the Extraordinary" isn't just a slogan—it's a promise fulfilled at every turn. Guests are welcomed into a curated world of luxury and delight, with ten gourmet restaurant-sponsored stations presenting a global spread of tastes and textures crafted by Colorado's most celebrated chefs and brands. Paired with wine, beer, and handcrafted cocktails, the night becomes an experience for all the senses.

For lovers of the automobile arts, guests get up close with more than 36 exotic, classic, and luxury vehicles from private collections and elite dealers. Art and music add another immersive layer as attendees meet local creatives, enjoy live performances, and dance under the stars. Elegant lounges, hands-on activities, silent and live auctions, and the Champagne Diamond Giveaway complete an unforgettable evening.

Wheels of Dreams is a cause driven event that embodies the best of what charity can be: impactful, intentional, and unforgettable!

2026 Sponsorship Opportunities Now Open. Connect with your account manager to explore how your brand can be part of this extraordinary event.



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.

Stylish Living

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

Holistic Living

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

Influencers

The organizations and people who help shape our community.

OTHER DEPARTMENTS

Wayfarers

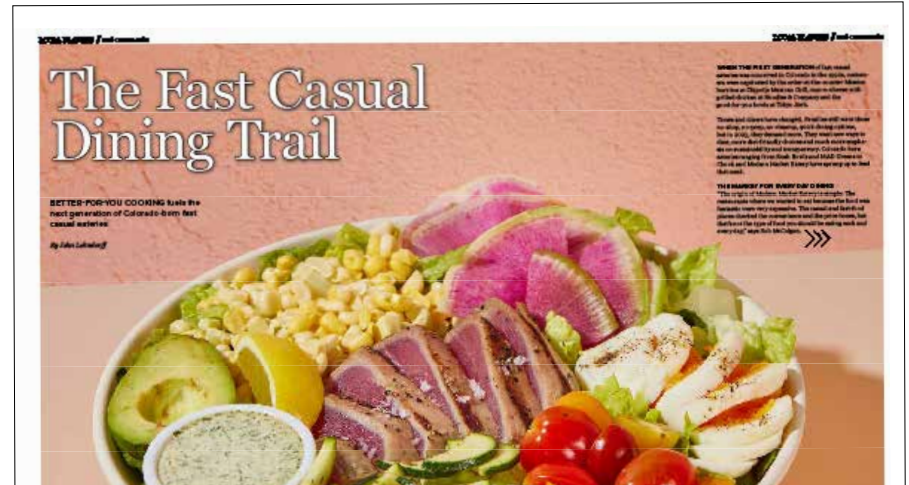
Destinations, hospitality, road trips, outdoor adventure and family travel.

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

SUBMISSION INFO

All ad materials are due by ad close. Please review your files carefully before submission and email them to michelle@avidlifestyle.com. For questions regarding file setup or preparation, feel free to reach out.



AD MATERIALS DUE

2026 ISSUE	AD RESERVATION	AD DUE DATE
JANUARY	12/2/25	12/9/25
FEBRUARY	1/2/26	1/9/26
MARCH	1/30/26	2/6/26
APRIL	3/3/26	3/10/26
MAY	4/2/26	4/9/26
JUNE	5/1/26	5/8/26
JULY	6/1/26	6/8/26
AUGUST	7/1/26	7/9/26
SEPTEMBER	8/4/26	8/11/26
OCTOBER	9/1/26	9/8/26
NOVEMBER	10/1/26	10/8/26
DECEMBER	10/29/26	11/5/26
2027 ISSUE		
JANUARY	12/2/26	12/9/26

Avid Lifestyle

TWO-PAGE SPREAD

FULL PAGE SINGLE

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 ANY PRINTERS MARKS** (Crop marks, bleed marks, registration marks, color bars, page information). Scan the QR code below for an explanation of bleed, safe/live and trim area dimensions!

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"

DIMENSIONS MUST INCLUDE .25 Bleed

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.

DIMENSIONS MUST INCLUDE .25 Bleed

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 AvidLifestyle at michelle@avidlifestyle.com.





Avid Lifestyle

CONTACT US

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avidlifestyle.com

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