

Avid Lifestyle

GREENWOOD VILLAGE CHERRY HILLS CASTLE PINES & SOUTH SUBURBS

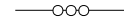
AvidLifestyle.com

2027 MEDIA GUIDE





ABOUT US

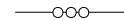


Brought to you from the publishers of *Colorado AvidGolfer* magazine, **AvidLifestyle** is a targeted community lifestyle publication covering the affluent communities of **Greenwood Village, Cherry Hills, Castle Rock, Castle Pines, Lone Tree,** and the **South Suburbs.**

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



Backed by more than 100 years of combined publishing experience with renowned publications including *Colorado AvidGolfer*, *Esquire*, *Town & Country*, and *The Denver Post*, AvidLifestyle delivers exceptional editorial content directly to high-net-worth households throughout the Denver metro area. Our targeted direct-mail distribution connects advertisers with an affluent, engaged audience that values quality, luxury and elevated living.

AvidGolfer

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

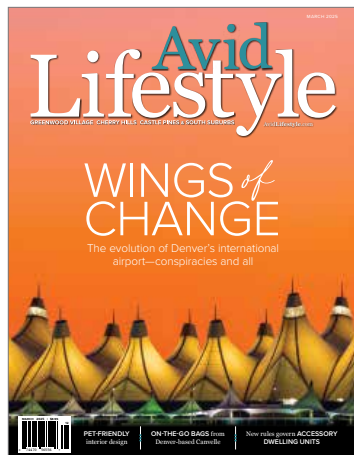
ESPN
THE MAGAZINE

TOWN & COUNTRY

THE DENVER POST

DININGOUT
Magazine

SKIING
MAGAZINE



OUR REACH

— 000 —

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

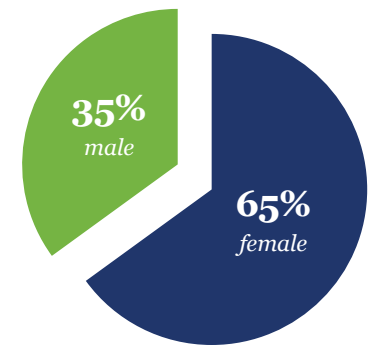
38,750

Readers Per Issue

435,000

Readers Annually



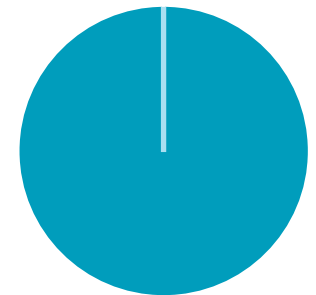
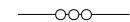


READER PROFILE

42
Median Age

65% – Female
35% – Male

71%
Married



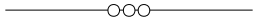
AFFLUENT & WELL-EDUCATED

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, Castle Rock, 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: **\$3,173,000**
- Greenwood Village: **\$1,382,000**
- Castle Pines: **\$878,000**
- Lone Tree: **\$870,000**



TARGETED | SIMPLE COST EFFECTIVE

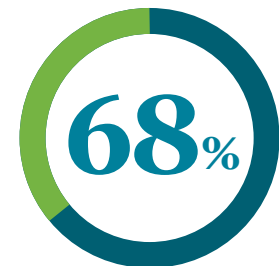
AvidLifestyle provides your business a highly targeted opportunity to deliver your advertising message directly to the affluent buyers in one of the most sought-after areas in Colorado.

— ○ ○ —

PROVEN SUCCESS IN ADVERTISING

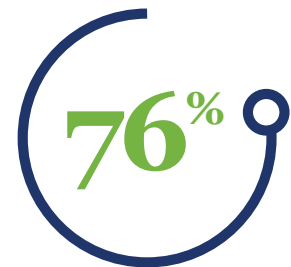
Niche Market Position + Targeted Upscale Distribution = **Strong ROI**

— ○ ○ —



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 EVENT

AvidLifestyle and Colorado **AvidGolfer** came together for the 6th Annual Wheels of Dreams Charity Experience at The Franciscan Event Center, presented by Title Sponsor Central Bank and Presenting Sponsors Howard Lorton Furniture & Design and Closet Factory. This signature evening raised an impressive \$268,744 for the **FullCircle Program**, supporting young people and families facing mental health and addiction challenges.

In just six years, Wheels of Dreams has raised more than \$762,744 for local children's charities, with every dollar staying in the community to support kids and families in need.

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 admired more than 50 classic, exotic, and supercars, enjoyed gourmet cuisine from twelve renowned local restaurants, sipped handcrafted cocktails, and relaxed in beautifully designed lounges. Live performances by That Eighties Band and The Breeze, live artistry, exclusive giveaways, and exciting drawings added to an unforgettable evening of luxury, entertainment, and philanthropy.

Sponsorships Available. Please contact your account manager for more information.



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

Local Flavors

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

Stylish Living

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.

On the Agenda

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

OTHER DEPARTMENTS

Wayfarers

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

Arts & Culture

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

Society & Culture

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

2027 ISSUE	AD RESERVATION	AD DUE DATE
JANUARY	12/1/26	12/3/26
FEBRUARY	12/31/26	1/4/27
MARCH	1/29/27	2/1/27
APRIL	3/2/27	3/3/27
MAY	4/1/27	4/2/27
JUNE	4/30/27	5/3/27
JULY	5/31/27	6/1/27
AUGUST	6/30/27	7/1/27
SEPTEMBER	8/3/27	8/4/27
OCTOBER	8/31/27	9/1/27
NOVEMBER	9/30/27	10/1/27
DECEMBER	10/28/27	10/29/27
2028 ISSUE		
JANUARY	11/30/28	12/1/27

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 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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