



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

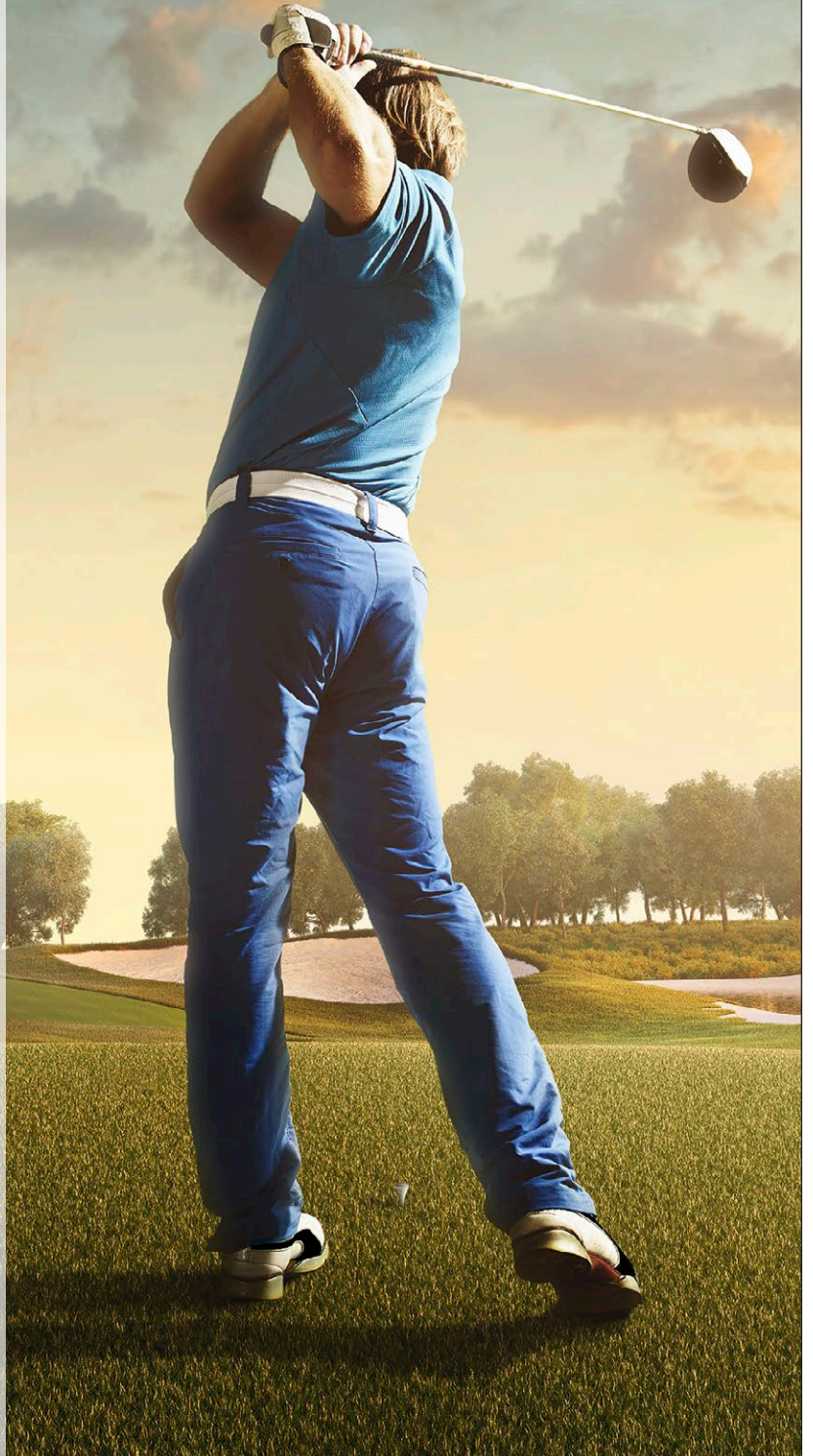


The preeminent gathering of courses and vendors of the Texas golf industry.
www.texasgolfexpo.com



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

2025 MEDIA KIT



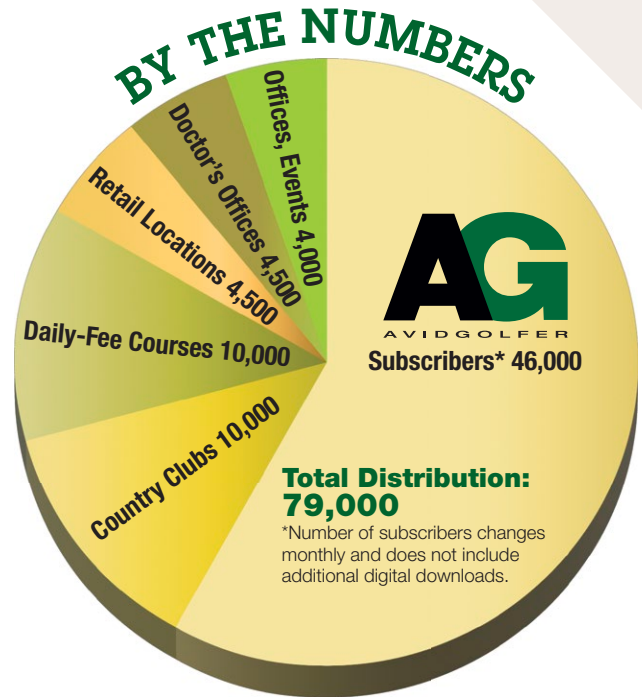
Print

Avid Media Ventures • Media Kit • 2025

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.



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

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.



Editorial Calendar

Avid Media Ventures • Media Kit • 2025

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

JULY

- 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 • Open
- 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

AG Ad Specs

Avid Media Ventures • Media Kit • 2025

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

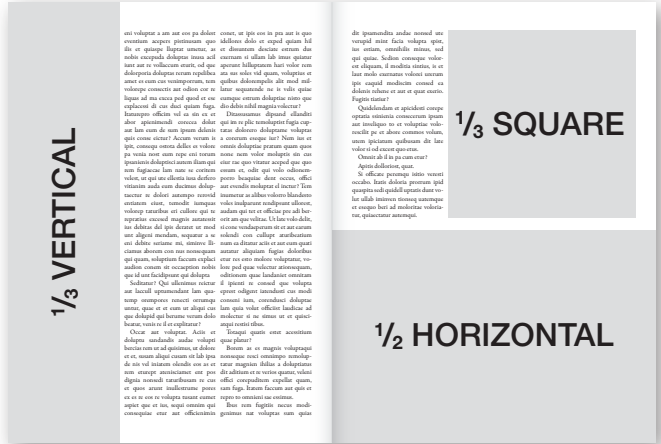
Include .125 inch bleed on all ads except for the 1/3 square

The magazine trim size is 8 x 10.875 inches with a live area of 7.25 x 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 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.



- 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 x 10.875 inches

TOTAL AREA INCLUDING BLEED
8.25 x 11.125

SPREAD TRIM SIZE
16 x 10.875 inches

TOTAL AREA INCLUDING BLEED
16.25 x 11.125

Digital

Avid Media Ventures • Media Kit • 2025



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



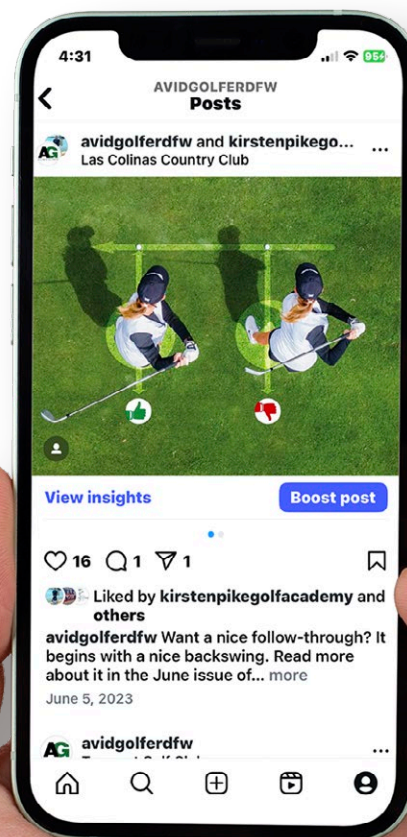
AvidgolferDFW



AvidgolferDFW



Avidgolfer



Radio

Avid Media Ventures • Media Kit • 2025

31 Years
On The Air

THE TeeBox GOLF SHOW



Rick Arnett
✉@arnettrick



Craig Rosengarden
✉@avidgolfer98



Eli Jordan
✉@theelijordan

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.



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.



Spotify



iheartradio



iTunes

www.myavidgolfer.com/the-tee-box



Texas Golf Expo

Avid Media Ventures • Media Kit • 2025

TEXAS GOLF EXPO

Dallas
Plano Event Center
March 20-22, 2026

Houston
NRG 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)

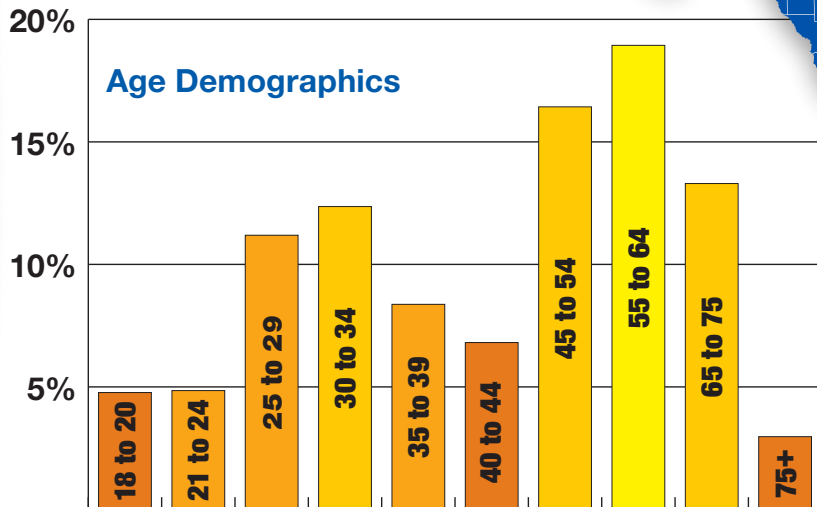
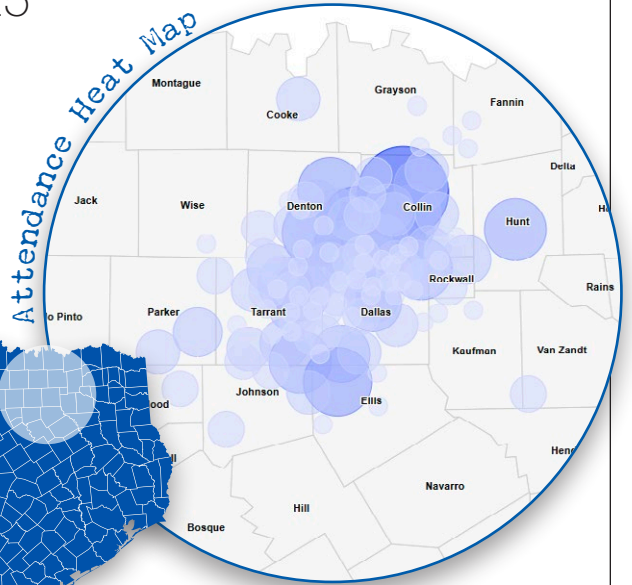
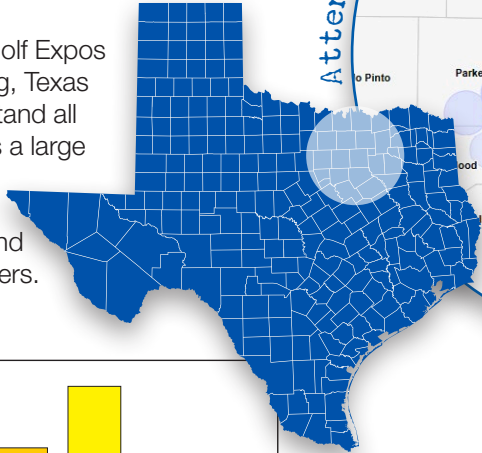
www.texasgolffexpo.com

Expo Audience

Avid Media Ventures • Media Kit • 2025

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.

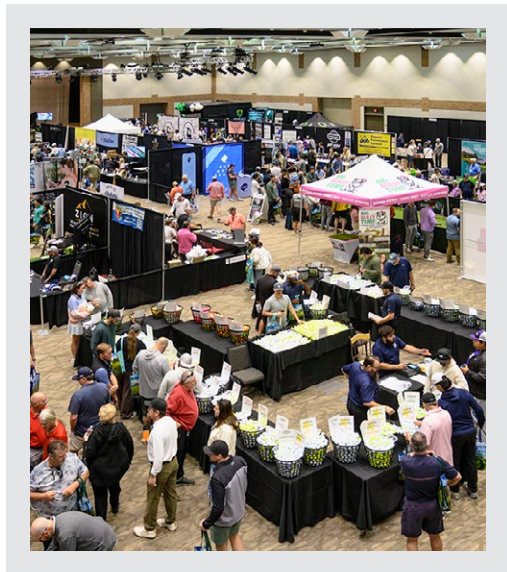
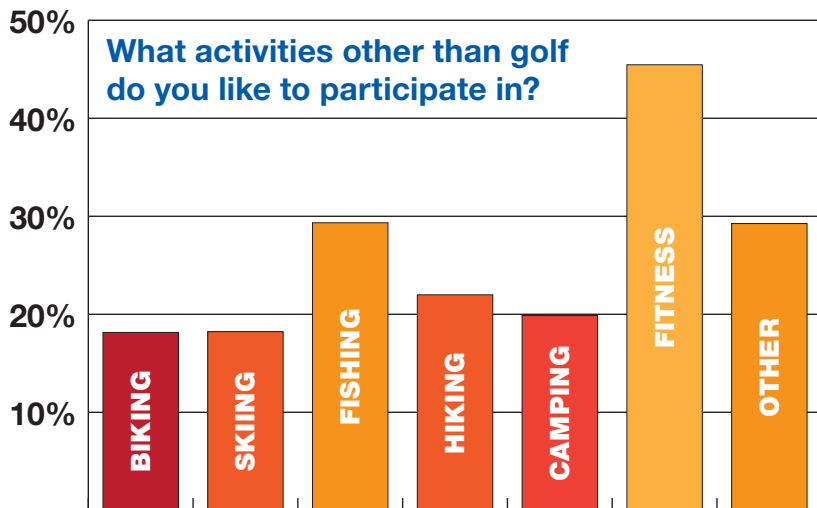


2025 Dallas Show Boasted Almost 7,000 Patrons

Male 75% Female 25%

AVERAGE ATTENDEE PROFILE

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



Junior Golf

Avid Media Ventures • Media Kit • 2025

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



**TEXAS COLLEGIATE
AMATEUR TOUR**

