

**THIS IS *THE ONLY***  
publication endorsed  
by the Golden Welcome  
Center and Visit Golden!

**DINE  
SHOP  
PLAY  
STAY  
& MORE**

Featuring maps, event calendar,  
outdoor guides, things to do  
and much, much more...

**2025  
MEDIA KIT**

The Golden Official Visitors Guide



GOLDEN OFFICIAL VISITORS GUIDE 2024

Welcome to  
**Golden**  
Where the West Lives

**UNMATCHED  
DISTRIBUTION  
40,000 Printed and  
Distributed Annually!**

Mailed to every home in Golden and  
distributed to over 40 Colorado  
Welcome and Visitor Centers  
including the Golden  
Welcome Center.

**DINE • SHOP • PLAY • STAY**  
Maps | Outdoor Guides | Family Fun | Things to Do





shop



stay



play

## WE ARE THE GOLDEN OFFICIAL VISITOR GUIDE!

No other publication brings our vibrant people, places, food, art, music, and events together like we do. We are Golden's only full-sized (8.5" x 11") magazine endorsed by Visit Golden and the Golden Visitors and Information Center!

With a one-year shelf life, we deliver over 400,000 annual impressions delivering great information and vital resources for anyone relocating, living and visiting Golden. Join us in showcasing all that Golden has to offer!

## DISTRIBUTION

40,000 printed copies delivered throughout Colorado! With a mobile-friendly digital edition with hot links, plus front page presence on VisitGolden.com this represents a 400,000+ readership! Below are just a few of our distribution partners.

- Tourism Bureaus and Hotels/Motels
- Colorado Visitors' and Welcome Centers
- Chambers of Commerce
- Real Estate Companies
- Relocation Companies
- Alliance Partners

## EDITORIAL

This publication would not be possible without advertising support and we want to provide as much benefit as possible to those that help us share the message and encourage others to visit Golden! There are options available for every size business and budget.

- Golden Dining & Sipping Guide
- Shopping in Golden
- Golden Adventure
- Welcome to Golden Hospitality
- Parks & Trails Map
- Downtown Map
- Calendar of Events
- Golden Brews
- Ways to Play in Golden
- Golden Walking Tour

**Publication Date:  
Early 2025**

**Space Deadline:  
December 20, 2024**

**Book early for best  
placement!**



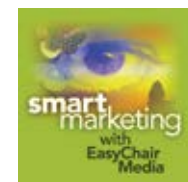
*The Golden Official Visitors Guide* delivers the best of Golden to both interested travelers and locals.

This guide is the best source for travelers selecting where to stay, where to go, and what to do and eat while planning and visiting.

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EasyChairMedia.com

# DIGITAL + PRINT = BEST IMPACT!

No doubt, digital media impacts the way we live and work. On the surface, it may seem as if the screen controls our daily lives, but there is still power in print. Statistics show that consumers still enjoy taking time to flip through colorful pages filled with images and engaging words that paint vivid pictures and help create adventures.

Travel magazines have seen a **32%** growth in readership in the last decade. Magazine lovers are not just reading, but engaging, purchasing, and trusting, its clear that the power of print is as strong as ever.

—WorldMetrics.org



**40,000+**  
In Print



**400,000+**  
Readership  
*(Print and Digital)*



**50+**  
Distribution Venues



Displayed at all Colorado Welcome Centers and dozens of local visitor centers, businesses and hotels.



**5.59%**  
Targeted Sales Increase  
*(General Merchandise, Restaurants and Accommodations)*



**1.2+**  
Million Annual Visitors  
*(23% increase YOY)*

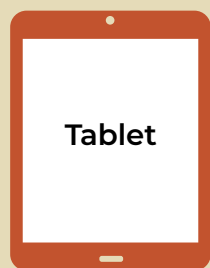


Online Edition Featuring "Hot Links"



Provided to travelers and meeting and event planners in response to web, mail and phone inquiries.

## HOW READERS WILL SEE YOUR AD



Tablet



Desktop

Print



Mobile



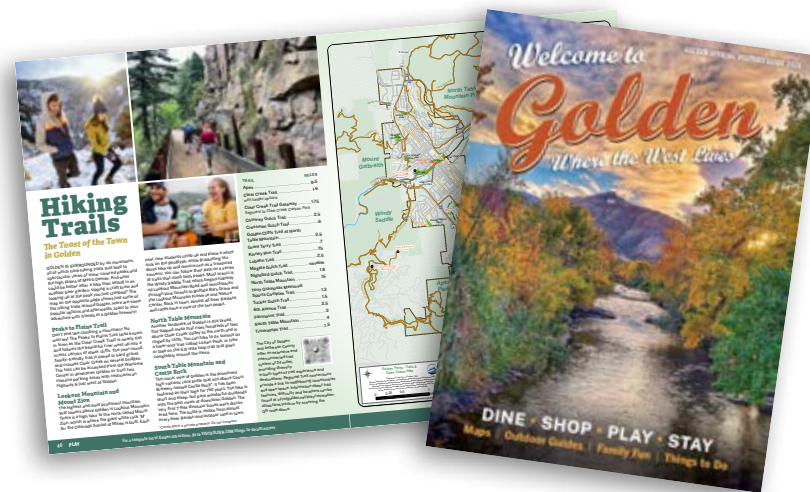
## DISTRIBUTION ZONES INCLUDE:

Chamber of Commerce, participating hotels, real estate offices, key business partners and Colorado Welcome and Visitors Centers.

## OUR READERS ARE AFFLUENT AND ACTIVE:

Nearly **75 percent** of visitors come from out of state, stay an average of **five nights** and **spend about \$856** while they're here. Colorado's Tourism grew to **\$28.2 billion** in 2023.

*\*Stats from 2021 Visitor Intercept Survey*



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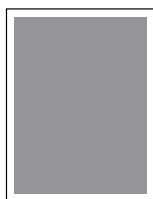
# RATE CARD



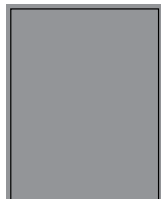
## GOLDEN OFFICIAL VISITORS GUIDE

All costs are for four-color, net rates and include live links in digital edition. Plus Dine, Shop, Play and Stay. **All Advertisers receive a complimentary listing in their correlating section: Dine, Shop, Play, Stay.**

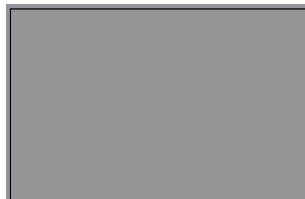
Magazine Trim Size = 8.25" W x 10.75" H



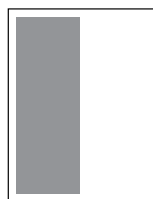
**\$2,649**  
Full page, no bleed  
7.38"W x 9.87"H



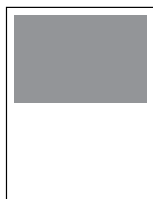
**\$2,649**  
Full with .25-inch bleed  
8.75"W x 11.25"H



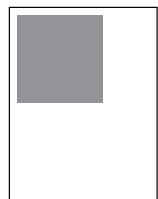
**\$4,649**  
2-page Spread



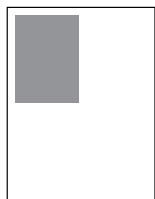
**\$1,649**  
Half Vertical  
3.612"W x 9.75"H



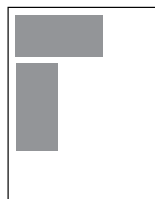
**\$1,649**  
Half Horizontal  
7.38"W x 4.75"H



**\$1,145**  
Third Square  
4.83"W x 4.75"H



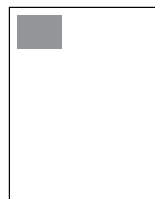
**\$1,049**  
Quarter  
3.612"W x 4.8"H



**\$649** Sixth  
Horiz: 4.83"W x 2.3"H  
Vert: 2.32"W x 4.75"H



**\$449** Eighth  
3.612"W x 2.25"H



**\$349** Specialty Ad  
2.5"W x 1.875"H

10% more for premium placement (2, 3, 5, 50, 51 and back cover) or for requested placement.

## MECHANICAL REQUIREMENTS

**All must be submitted in PDF format — No Exceptions!** This is necessary so that ads are compatible with our digital conversion process. NOTE: Saving as a PDF with 'www.' does not guarantee the ad will automatically convert to a live link. The PDF must have searchable text blocks.

### PDF

- Color mode: CMYK
- Resolution of embedded art/logos/photos: 300 dpi at 100% size
- Do not use Pantone or spot colors.
- Do not use crop or registration marks.
- All fonts must be embedded.

### File Submission

Email ad files to ad coordinator Alysa Sanzari-Hall at [alysa.easychairmedia@gmail.com](mailto:alysa.easychairmedia@gmail.com).

Please indicate "Golden Official Visitors Guide" and the business/client name in subject field.

For files over 4 megabytes, contact your ad representative for submission instructions.

Back Cover: \$3250

Map listing with locator dot: \$49 with ad purchase

Business Listing only: Includes business name, address, phone, website + 15-word description. \$199

## Special Sections



**EARLY BIRD SPECIAL 10% OFF**

Ends October 1, 2024

All ad purchases include print, online presence with FREE "hot" links, and a complimentary listing in a corresponding category: Dine. Shop. Play. Stay.

**Need professional ad design?** Try our Ad Design Package for \$125 (includes up to two hours of design time and file ownership.)

**Add a QR Code for \$49**

## PRODUCTION FEES

Rates are for press-ready ads or ads that have been previously designed (pick-up ads). A \$70/hr. fee for custom design is charged on all

others and ads that need any changes. WE'D LIKE YOUR AD TO PRINT BEAUTIFULLY, so no Publisher or Word files are accepted. Following are some common ad issues to avoid:  
 ▶ Incorrect dimensions ▶ Incorrect file type ▶ Low resolution images or files ▶ Use of spot colors or the incorrect color space. Please check your ad for these errors prior to submission, or contact our ad coordinator for help. Email Alysa Sanzari-Hall at [alysa.easychairmedia@gmail.com](mailto:alysa.easychairmedia@gmail.com).

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# NEXT STEPS



## 1 AD COORDINATION

Once you have signed a contract, an ad coordinator will email you within 2 to 3 business days to provide you with:

- Ad specs and your ad deadline if you are providing a print-ready ad.
- The process for getting your artwork, logos, content and photos to us for ad design.

Contact your sales associate if you need help developing a concept or advice about your ad or ad copy.

## NEED HELP WITH YOUR AD COPY OR AD DESIGN?

We can help with professional design and writing services for only \$70/hr.

## 2 PROOFING

Your ad coordinator will e-mail a low-res PDF proof of your ad for review and approval. Please get back to them with your approval or minor change(s) within the specified time frame.

Note: If the ad requires a complete redesign and/or you go beyond the two hours with the ad package you will be notified and additional charges will incur at \$70/hr.

## 3 PHOTOGRAPHY

If you would like a photo for your ad, we can arrange a session with one of our professional photographers. There is an additional charge and it will vary according to your specifications and location.

**SPRING**  
Colorado School of Music & Arts  
Easter Services at Red Rocks Amphitheater  
Golden Farmers Market  
4th of July Celebration  
Buffalo Bill Days  
Easter Egg Hunt in Golden Parks

**SUMMER**  
Golden Fine Arts Festival  
Golden Salsaball Ball  
Golden Farmers Market  
PETERSEN Golden  
Buffalo Bill Days  
Easter Egg Hunt in Golden Parks

**AUTUMN**  
Autumn Fest  
Golden Salsaball Ball  
Golden Farmers Market  
Golden Beer Tasting & Chili Contest  
Feasthills Art Center  
Holiday Art Market  
Golden Holiday Parade  
Juggle on the Avenue

**HOLIDAY SEASON**  
Golden has some of the most magical holiday events in Colorado  
The Polar Express  
Miners Alley Playhouse  
Feasthills Art Center  
Golden Holiday Parade  
Juggle on the Avenue  
Olden Golden Candlelight Walk

**Stroll & Shop**  
GOLDEN OFFERS A diverse and vibrant shopping scene showcasing locally owned stores. Wander through historic downtown streets, or stop into one of our exciting business districts, and you'll discover an array of boutiques, each with its own unique charm. Art lovers can explore galleries featuring Western art, while fashionistas can indulge in trendy clothing boutiques. Specialty shops cater to those seeking unique gifts and local apparel, while outdoor enthusiasts will find stores stocked with gear for exploring the nearby mountains, creek or canyon. Golden was traditionally founded as a mining camp, long before and the tradition of outfitting people for their mountain adventures continues today. Uncover hidden gems, connect with friendly shop owners and take home more than just a souvenir - take home a piece of Golden's local charm.

**Golden is the Sports Capital of Colorado's Front Range**  
It's not unusual in Golden to see bikers pedaling up a mountain, while hang gliders are floating down. Golden is the closest mountain town to Denver, just 12 miles from the State Capitol, and the historic town is surrounded by every type of outdoor recreation activity. Take your pick:  
Hiking: The five mountains surrounding Golden all have trails to their hearts, offering beautiful views. The famous "Peak to Peak Trail" runs through the center of Golden. Following beautiful Clear Creek from high in the canyon all the way out to downtown Golden, and a short drive away, you can hike through towering red sandstone mountains to Red Rock Amphitheater or enjoy the serene mountain views of Redwood Canyon State Park.  
Biking: Golden is home to one of Colorado's most scenic cycling routes. Located between 10 and 12 miles, the paved road climbs 1,500 feet, making 30 miles in all. It's the paved road climbs 1,500 feet, making 30 miles in all. It's the paved road climbs 1,500 feet, making 30 miles in all. It's the paved road climbs 1,500 feet, making 30 miles in all.  
Rock Climbing: Golden is home to one of Colorado's most scenic climbing routes. Located between 10 and 12 miles, the paved road climbs 1,500 feet, making 30 miles in all. It's the paved road climbs 1,500 feet, making 30 miles in all.  
Water Sports: Clear Creek in Golden is one of the best fly fishing spots in the Front Range. High trout streams, you can catch a variety of trout species, which make fly fishing a popular pastime for many residents and visitors alike. At Golden Lake State Park, there are miles of trails through evergreen forests and open grasslands with views of snow-capped peaks in the distance. White Ranch has 20 miles of scenic mountain trails.  
Water Skiing: Clear Creek in Golden is one of the best fly fishing spots in the Front Range. High trout streams, you can catch a variety of trout species, which make fly fishing a popular pastime for many residents and visitors alike. At Golden Lake State Park, there are miles of trails through evergreen forests and open grasslands with views of snow-capped peaks in the distance. White Ranch has 20 miles of scenic mountain trails.  
Outfitter Shops: Golden started in 1858 as a supply town for people on their way to the mountains to search for gold, and today it remains the premier outfitter shop in the Front Range. The town is home to a variety of outfitter shops, each offering a different selection of gear and equipment. Golden you will find stores specializing in every type of recreation from hiking, biking and fishing to rock climbing and backpacking. Experts in the recreation store of your choice will help you select and find the right gear to enjoy.



**ACT NOW! SECURE YOUR AD TODAY!**

Call a Smart Marketing Professional

970-686-5805 | [k.melendez@easychairmedia.com](mailto:k.melendez@easychairmedia.com)

970-391-6847 | [dawn.smartmarketing@gmail.com](mailto:dawn.smartmarketing@gmail.com)

720-608-8512 | [tera.smartmarketing@gmail.com](mailto:tera.smartmarketing@gmail.com)





# ADDITIONAL PRODUCTS AND SERVICES

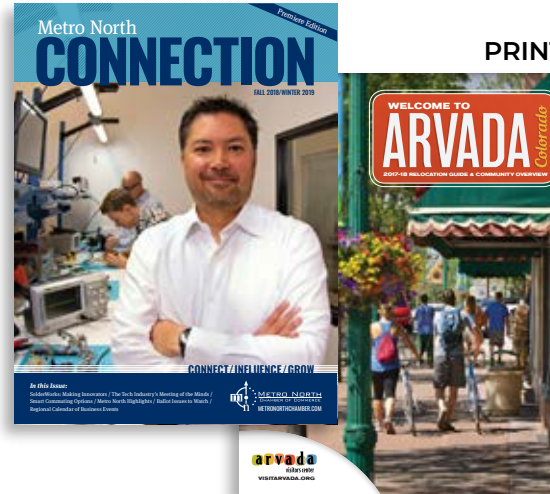
Need a trusted source to take your marketing to the next level? We offer 11 areas of service with an unbeatable team of experts and extremely competitive pricing!

- 1 PRINT PRODUCTS**  
Business Cards to Tri-Fold Brochures and beyond...
- 2 BRANDING**  
Message Strategy and Logo Development
- 3 DIRECT MAIL**  
Postcard Campaigns
- 4 EMAIL MARKETING**  
Newsletter Creation and Management
- 5 SOCIAL MEDIA**  
Blogs, Facebook, Twitter, Content Development
- 6 MOBILE**  
Apps and Mobile Responsive Design
- 7 WEBSITE**  
Development, Content Management, SEO
- 8 CUSTOM PUBLISHING**  
Magazines, Booklets, Annual Reports
- 9 PUBLIC RELATIONS**  
Press Releases & Promotion
- 10 PROMOTIONAL PRODUCTS**  
Pens, Mugs, Totes, Banners and more...
- 11 MARKETING**  
Plans and Consultation

## SOCIAL MEDIA



## PRINT



## WEBSITE



## BRANDING



## MOBILE



## PUBLISHING



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