

# atlanta ShowGuide

Greater Atlanta's Performing Arts Magazine

## 2023-24 MEDIA KIT

EXPERIENCE THE ARTS VIRTUALLY & IN PERSON

The cast of the Alliance Theatre's world premiere musical, *Water for Elephants*, photo by Matthew Murphy

### Atlanta ShowGuide is Greater Atlanta's Premier Performing Arts Publication and Comprehensive Online Resource

For over two decades, **Atlanta ShowGuide** has been greater Atlanta's most trusted resource for performing arts coverage and performance listings, offering a proven platform for local businesses and the arts community to showcase their messages to metro Atlanta audiences. As the magazine's popularity and influence have expanded, so have its size and geographic reach, reflecting the explosion of innovative performing arts companies and enthusiastic arts supporters who call Atlanta and the surrounding communities home. Despite **Atlanta ShowGuide's** growth, the magazine continues to offer affordable advertising rates so both non-profit organizations and for-profit businesses can reach an affluent, educated audience via print, online and social media.

**Atlanta ShowGuide** is available 24/7 as a digital edition at [www.AtlantaShowGuide.com](http://www.AtlantaShowGuide.com). The website has over 30,000 unique visitors per issue, many of whom

also rely on our Facebook page ([Facebook.com/ATLShowGuideMagazine](https://www.facebook.com/ATLShowGuideMagazine)) for breaking news stories and a chance to join the conversation.

Each advertiser receives a weblink from our page to theirs, enabling visitors to easily access our advertisers' information, and with enhanced SEO, **Atlanta ShowGuide** is quickly found online.

The printed magazine is not a one-venue, one-show publication. The shelf life of each issue is two months, ensuring maximum visibility for all of our advertisers. Special budget-friendly seasonal ad packages with lots of additional benefits are available for those who reserve space in three or more issues.

As **Atlanta ShowGuide** enters its third decade of unparalleled performing arts coverage, we invite you to join our cast of advertisers so that we might shine a spotlight on your organization's products and services.

*Collaboration with partners like ShowGuide helped us to further expand our audience and discover new avenues to reach people during a challenging time. Looking back over the year, we are amazed by the number of new friends and supporters that became part of our family.*

— Jim Verrecchia, Executive Director, Atlanta Master Chorale

# atlanta ShowGuide THE BENEFITS!

Greater Atlanta's Performing Arts Magazine

Atlanta Ballet Dancers in  
The Nutcracker "Snow Scene"  
Photo by Gene Schiavone



"Atlanta ShowGuide is an important tool for Atlanta Arts community. It is the one publication that focuses on the arts, where as an advertiser, I know I am reaching a cultural consumer. We work with limited budgets and knowing we can target our message is a key for Atlanta Ballet."

— Tricia Ekholm, Director of Marketing, Atlanta Ballet

## Here's What Our Valued Advertisers Receive

Two-Month Shelf Life per issue

Online [ISSUU.com](http://ISSUU.com) mobile APP

40,000 copies distributed via 32 Arts venues

Listing in the Performance Guide for virtual or live performances

30,000+ online viewers via [atlantashowguide.com](http://atlantashowguide.com) per issue

100-Word Spotlight Editorial

FaceBook Posts

[Facebook.com/ATLShowGuideMagazine](http://Facebook.com/ATLShowGuideMagazine)

Weblinks of your materials from [www.atlantashowguide.com](http://www.atlantashowguide.com),  
[www.pbs.org/show/atlanta-planit](http://www.pbs.org/show/atlanta-planit) will be connected to your website per issue.

Special Season Ad Packages available for reservations in three or more issues

"Atlanta ShowGuide provides our organization with extremely cost-effective ways to promote our music programs to a wide range of Atlanta audiences. Plus, it's always a pleasure to work with them--the staff members at Atlanta ShowGuide feel like true partners in our marketing efforts, and that has been extremely important, especially this season."

— Cammie Stephens, Executive Director, The Michael O'Neal Singers.

"Tireless Commitment, dedication and the love of the arts has been the Long term driving force of the Atlanta ShowGuide. The Atlanta ShowGuide has persevered in promoting the Arts and innovated themselves into the 21st century. They have made it accessible for Ballethnic to be included through many budget constraints and featured the organization to help make the marketing and promotions more equitable for Black organizations. My Pointe shoes go off to the ShowGuide for their enduring love for the arts in our community."

— Nena Gilreath, Co-Founder Ballethnic Dance Company/Facility Supervisor East Athens Educational Dance Center

"The Atlanta ShowGuide has always been a very successful source for our company to advertise and promote our upcoming events. We are able to reach our target audience for our productions at an affordable cost. Atlanta ShowGuide is one of the few printed publications that we use because we know that they will deliver the results that we are looking for. They are the number one source for all Atlanta arts organizations. We look forward to each new addition."

— Nancy Tolbert Yilmaz, Artistic Director, Roswell Dance Theatre, Tolbert Yilmaz School of Dance

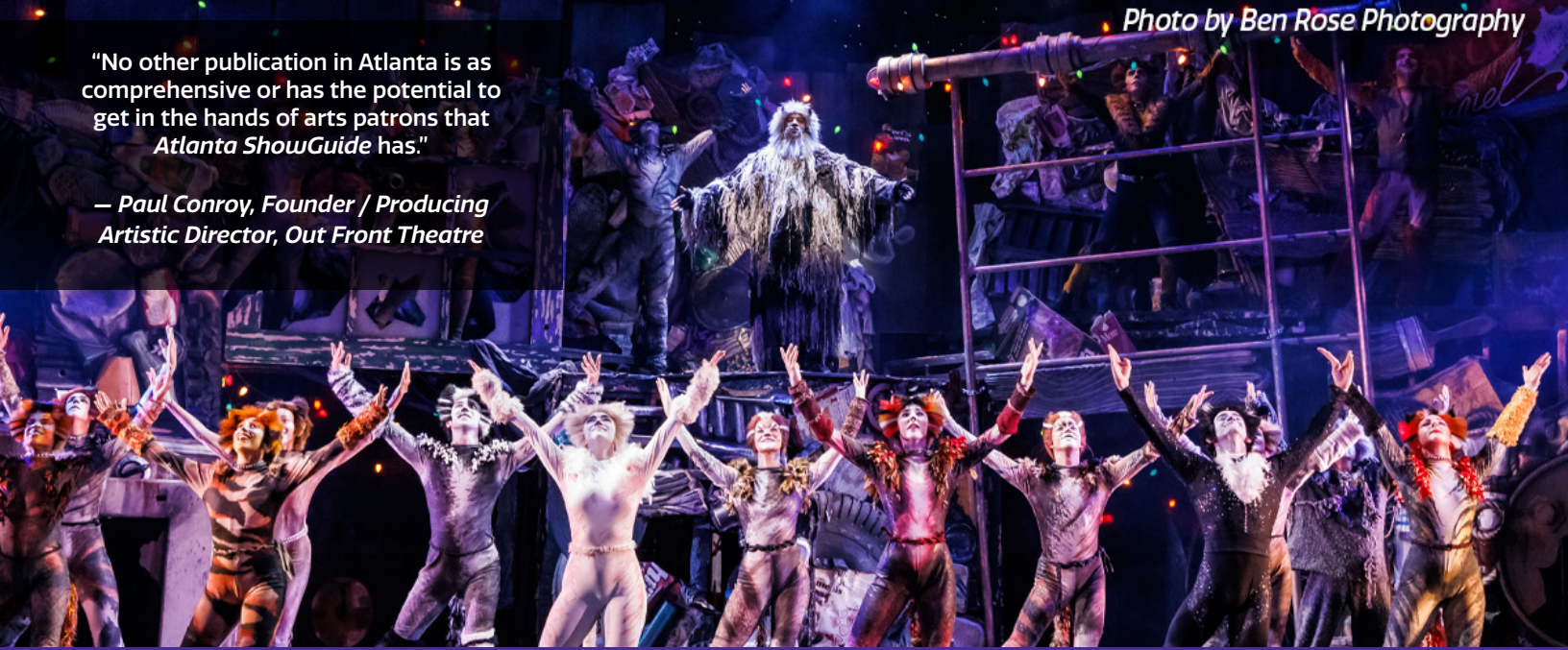
# atlanta ShowGuide DEMOGRAPHICS

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City Springs Theatre Company, 2023 CATS,  
Photo by Ben Rose Photography

"No other publication in Atlanta is as comprehensive or has the potential to get in the hands of arts patrons that *Atlanta ShowGuide* has."

— Paul Conroy, Founder / Producing Artistic Director, Out Front Theatre



## Atlanta ShowGuide Directly Reaches People Who Actively Celebrate Performing Arts in Atlanta

**22–70 years old with median age 58.**

68% female/32% male

**79% college graduates**

52% business owners

**55% have children in the home**

70% married

**98% homeowners**

Average household income \$120K+

**Attend an average of 10 shows per year.**

Information updated 6/2/2023

*"The Atlanta ShowGuide is the primary go-to source for what's happening in the Atlanta performing arts scene...period!"*

— Toni Simmons Henson, Producing Director of the Atlanta Black Theatre Festival

*"Atlanta ShowGuide is a wonderful editorial and advertising option for us at the Alliance to reach Atlanta's arts and culture enthusiasts. We're grateful for all the ways they continue to promote our arts community."*

— Kathleen Covington, Marketing & Communications Director, Alliance Theatre

*"For ArtsKSU, Atlanta ShowGuide is a must-buy. It is a great way to reach patrons and highlight our diverse season offerings. We are proud to be a long-term advertiser with this outstanding publication."*

— Kathie Beckett, Director of Marketing, College of the Arts, Kennesaw State University

*"Atlanta is just three hours from Alabama Shakespeare Festival and packed with theatre lovers devoted to Atlanta ShowGuides good guidance for entertainment in the region. ASG makes it easy to reach a critical market, and they provide a lot of value-add support to boot!"*

— Layne Holley, Director of Marketing & Communications, Alabama Shakespeare Festival

# atlanta ShowGuide SPECIFICATIONS

Greater Atlanta's Performing Arts Magazine



Atlanta Symphony Orchestra  
Photo by Jeff Roffman

"Atlanta ShowGuide has proven to be one of the most effective outlets in reaching Atlanta's prominent arts community. The publication's polished quality and comprehensive advertising options make it easy for us to highlight our upcoming shows at Atlanta Symphony Hall."

— William Strawn, Marketing Coordinator of ASO Presents

## We Have a Place Reserved for You in Greater Atlanta's Performing Arts Magazine, Atlanta ShowGuide

### PRINT SCHEDULE

ISSUE	ON STREETS	DEADLINE
FALL 23	8/24/23 - 10/26/23	8/10/23
HOLIDAY 23	10/26/23 - 12/14/23	10/12/23
WINTER 23	12/14/23 - 2/15/24	11/30/23
DANCE 24	2/15/24 - 4/18/24	2/1/24
SPRING 24	4/18/24 - 6/20/24	4/4/24
SUMMER 24	6/20/24 - 8/22/24	6/6/24

Special ad packages available for space in three or more issues. [Click here for 2023/24 Season Package Information & Contract.](#) To reserve space or for more information contact us at [gregg.atlantashowguide@gmail.com](mailto:gregg.atlantashowguide@gmail.com) or 770-559-1591 or P.O Box 620494, Atlanta GA 30362

### AD PAGE SIZE & RATES & AD SPECS

<b>Full Page</b> .....	<b>\$900</b>
Non-bleed/Full Page/Live area: 4.75 x 7.875	
Trim size: 5.25 x 8.375	
Full bleed: 5.5 x 8.625 (includes extra .125" all sides)	
Safe area if sending full bleed: 4.75 x 7.875	
<b>Half Page</b> .....	<b>\$550</b>
4.75 x 3.75	
<b>Quarter Page</b> .....	<b>\$400</b>
2.25 x 3.75	
<b>Inside Front Cover</b> Upon availability.....	<b>\$1,000</b>
<b>Back Cover</b> Upon availability.....	<b>\$1,200</b>

All ads must be CMYK, 300 dpi. No spot colors. Please provide either pdf, jpg or tif. Export file with bleed included. Crop marks not needed

"Georgia Tech Arts is proud of our ongoing relationship with Atlanta ShowGuide. It allows us to target arts-loving community members while staying within our budget and certainly speaks to the power of print!"

— Elizabeth Geiger, Marketing Specialist, Georgia Tech Arts

Please visit the current online issue at [atlantashowguide.com](http://atlantashowguide.com)

Follow us on [facebook.com/ATLshowGuideMagazine](https://www.facebook.com/ATLshowGuideMagazine) and share our stories.

P.O Box 620494, Atlanta GA 30362 | 770-559-1591 | [gregg.atlantashowguide@gmail.com](mailto:gregg.atlantashowguide@gmail.com)

# atlanta ShowGuide AROUND TOWN

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"Atlanta ShowGuide is a trusted resource for both arts organizations and patrons! They provide such a valuable service connecting patrons to performances. It's truly a win-win for Atlanta!"

— Eve Campbell, Former Executive Director, Atlanta Gay Men's Chorus and Atlanta Women's Chorus

The Atlanta Opera  
La Boheme  
Photo by Jeff Roffman



**Our printed magazine is available in 32+ arts venues for season 2023-24!**

7 Stages  
Actor's Express  
Alliance Theatre  
Atlanta Convention & Visitors Center  
Atlanta Symphony Hall  
Callanwolde  
Fine Arts Center  
Center For Puppetry Arts

Cobb Civic Center  
Cobb Energy Center  
Conant Arts Center @ Oglethorpe University  
Decatur Visitor's Center  
Explore Gwinnett  
First Center @ Ga Tech  
Georgia Ensemble Theatre  
High Museum of Art

Horizon Theatre  
Gas South Theatre  
Jennie T. Anderson Theatre  
Judy Jacobs Gallery  
King Plow Arts Center  
Out Front Theatre  
Rialto Center For The Arts  
Roswell Cultural Arts Center

Southwest Arts Center  
Synchronicity Theatre  
Schwartz Center @ Emory University  
The Holly Theatre  
Tolbert Yilmaz  
School Of Dance  
Woodruff Arts Center

"Atlanta ShowGuide has proven themselves time and time again to be not only a high-value outlet for the marketing and promotion, but their attentive and enthusiastic customer service is a reflection of their commitment to the overall success of the arts in the Atlanta-area.

— Natalie DeLancey, Executive Director, City Springs Theatre Company

"Atlanta ShowGuide has been part of my promotion mix for more than a decade. Over the years, I have led the marketing/communications efforts for nonprofit arts organizations and I continue to rely on the Atlanta ShowGuide to provide a cost-effective means to reach Atlanta's performing arts community."

— Darlene Hamilton, Assistant Director, Marketing & Communications Rialto Center for the Arts at Georgia State University

"Advertising in Atlanta ShowGuide gives the Center for Puppetry Arts a visible, important presence among the all of arts and cultural offerings in Atlanta. We believe being a part of a publication dedicated to the arts accentuates the uniqueness of our programming to people who care the most about the arts."

— Therese Aun, Marketing Director, Center for Puppetry Arts

"Atlanta ShowGuide is unmatched in their service of the Atlanta arts industry! True Colors Theatre Company continues to be a loyal advertiser because of the value that Atlanta ShowGuide offers our organization and our patrons. Our audience is reached and expanded through the efforts of the amazing staff at Atlanta ShowGuide".

— Shana Bagley, Former Marketing Director, Kenny Leon's True Colors Theatre