



atlanta ShowGuide

Greater Atlanta's Performing Arts Magazine

2024-25 MEDIA KIT

EXPERIENCE THE ARTS VIRTUALLY & IN PERSON

Broadway in Atlanta, Les Misérables, photo by Matthew Murphy

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

Those of us who live and work in the greater Atlanta area are blessed with an abundance of performing arts options to enjoy. Our city practically bursts with classes, workshops, lectures, behind the scene tours, and oh, the myriad of performances offered year-round. Twenty-five years ago, **Atlanta ShowGuide** was born to shine a spotlight on this exciting arts scene, and as the arts have grown, so has greater Atlanta's only dedicated arts publication. For a quarter century, our magazine has introduced eager audiences to artists, previewed performances and provided a public platform for smaller arts organizations to engage with the public.

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. The printed magazine is distributed for free to audiences at performing arts venues throughout

Atlanta and the surrounding communities, and is also available online at www.AtlantaShowGuide.com. Breaking arts news is posted regularly at Facebook.com/ATLShowGuideMagazine and the website has over 30,000 unique visitors per issue.

In addition to a beautiful print ad, each advertiser enjoys a weblink from our page to theirs, enabling visitors to easily access our advertisers' information 24/7. 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 additional benefits are available for those who reserve space in three or more issues.

As **Atlanta ShowGuide** enjoys 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

Amber Riley and the cast of the Alliance Theatre's world premiere musical, *THE PREACHER'S WIFE*, photo by Greg Mooney

"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

Here's What Our Valued Advertisers Receive

Two-Month Shelf Life per issue

Online ISSUU.com mobile APP

40,000 copies distributed via 30 Arts venues

Listing in the Performance Guide for virtual or live performances

30,000+ online viewers via atlantashowguide.com per issue

100-Word Spotlight Editorial

FaceBook Posts

Facebook.com/ATLShowGuideMagazine

Weblinks of your materials from www.atlantashowguide.com will be connected to your website per issue.

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

"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

"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, Former Assistant Director, Marketing & Communications
Rialto Center for the Arts at Georgia State University

"Happy 25th Anniversary! Lovely working with you all!"

— Jeanette Meierhofer, Atlanta Shakespeare Company

atlanta ShowGuide DEMOGRAPHICS

Greater Atlanta's Performing Arts Magazine

Atlanta Ballet 2023-24, Coco Chanel,
photo by Conrad Dy-Liacco



"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

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

53% business owners or corporate officers

61% professional/managerial

68% female/32% male

90% college graduates

48% are African-American, Latino Asian or other

56% have attended a concert with a child

79% have children in the household

55% married

Attend average of 7 shows/year

30% advanced graduate degrees

\$225,000 average household income

*"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, Producer, Center for Puppetry Arts**

*"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**

*"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 SPECIFICATIONS

Greater Atlanta's Performing Arts Magazine



"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

The Atlanta Opera, Candide 2023, Photo by Raftermen

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

PRINT SCHEDULE

ISSUE	ON STREETS	DEADLINE
FALL 24	8/23/24 - 10/25/24	8/8/24
HOLIDAY 24	10/25/24 - 12/13/24	10/10/24
WINTER 24	12/13/24 - 2/14/25	11/26/24
DANCE 25	2/14/25 - 4/18/25	1/30/25
SPRING 25	4/18/25 - 6/20/25	4/3/25
SUMMER 25	6/20/25 - 8/22/25	6/5/25

Special ad packages available for space in three or more issues. [Click here for 2024/25 Season Package Information & Contract.](#) To reserve space or for more information contact us at gregg.atlantashowguide@gmail.com or 770-559-1591 or P.O. Box 620494, Atlanta GA 30362

AD PAGE SIZE & RATES & AD SPECS

Full Page	\$900
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 for all full page ads: 4.75 x 7.875	
Half Page	\$550
4.75 x 3.75	
Quarter Page	\$400
2.25 x 3.75	
Inside Front Cover Upon availability.....	\$1,000
Back Cover Upon availability.....	\$1,200

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.

"Atlanta is just three hours from Alabama Shakespeare Festival and packed with theatre lovers devoted to Atlanta ShowGuide's 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

Please visit the current online issue at 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

atlanta ShowGuide AROUND TOWN

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City Springs Theatre, *Beauty and the Beast* (March 2024)

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*



Our printed magazine is available in 30+ arts venues for season 2024-25!

7 Stages
Actor's Express
Alliance Theatre
Atlanta Convention &
Visitor's 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
Ferst Center @ Ga Tech

High Museum of Art
Horizon Theatre
Gas South Theatre
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

*"Maximizing advertising dollars is a battle that every performing arts organization contends with, and the **Atlanta ShowGuide** has become our "hidden gem" in helping us emerge victorious. As Atlanta's premier comprehensive performing arts publication, the **Atlanta ShowGuide** has steadily grown our audience through balanced editorial and advertising coverage and provided us valuable connection and exposure to patrons. We are excited to see this "hidden gem" shine from 25 years of serving us and the entire Atlanta arts community so beautifully! Congratulations!"*

— *David A. Aurilio, Executive Director – Voices of Note Inc., Atlanta Gay Men's Chorus and Atlanta Women's Chorus*

*"**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 ShowGuide feel like true partners in our marketing efforts, and that has been extremely important, especially this season."*

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

*"**Atlanta ShowGuide** has, without a doubt, been one of the most vital arts publications in the region for the past quarter century. I admire how they provide equitable opportunities for all companies to be a part of their coverage and I know that the work they do makes us a better arts community as a whole. We all need to celebrate the past 25 years of their coverage, and look forward to the next 25 as well!"*

— *Paul Conroy (He/Him/His), Founder & Producing Artistic Director*