

# atlanta ShowGuide

Greater Atlanta's Performing Arts Magazine

## 2025-26 MEDIA KIT

EXPERIENCE THE ARTS VIRTUALLY & IN PERSON

*The Lion King on Broadway, Circle of Life, photo by Matthew Murphy*

### Let Atlanta ShowGuide Spotlight Your Company. Announcing our 26th Year and 2025-2026 Media Kit

For the past quarter century, greater Atlanta's performing arts community has grown and evolved, and *Atlanta ShowGuide* has been along for every step of that journey. Now beginning its 26th year of publication, the arts magazine and its online presence are cherished resources for both artists and audiences. We are proud to enter our second quarter century of introducing eager audiences to artists, previewing performances and providing a public platform for smaller arts organizations to engage with the public.

We know arts organizations face challenges, which is why we remain committed to offering affordable advertising rates to facilitate direct interaction between our advertisers and the educated, affluent audience that reads our magazine and/or engages with us online. At the same time, local businesses and arts sponsors appreciate the direct link we provide to our sought-after readers, giving them an additional point of engagement with this key audience.

*Atlanta ShowGuide* is a must-read publication, previewing performances, spotlighting performers, highlighting arts companies, and detailing arts classes,

workshops, festivals, behind-the-scenes tours and more. 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 [AtlantaShowGuide.com](http://AtlantaShowGuide.com). Breaking arts news is posted regularly at [Facebook.com/ATLShowGuideMagazine](https://Facebook.com/ATLShowGuideMagazine) and the website has over 30,000 viewers 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. Please review our 2025-2026 Media Kit, and as always, reach out with any questions.

[Click here for 2025/26 Season Package Contract & 25/26 per-issue Contract](#)

# atlanta ShowGuide THE BENEFITS!

Greater Atlanta's Performing Arts Magazine

*The Life and music of George-Michael,  
Sandy Springs Performing Arts Center*

*"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*

## Here's What Our Valued Advertisers Receive

**Two-Month Shelf Life per issue**

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

**30,000 copies distributed via 30 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 available at**

**[Facebook.com/ATLShowGuideMagazine](https://Facebook.com/ATLShowGuideMagazine)**

Weblinks of your materials from [www.atlantashowguide.com](http://www.atlantashowguide.com) will be connected to your website per issue.

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

*"When I go to other arts events around metro Atlanta, it's fantastic to see the **ShowGuide** on display! This is one of our "must-haves" for an affordable and effective way to reach new, arts-friendly audiences with ads, event listings, and in-depth stories about the work we are doing."*

*—Kathryn Colegrove, Associate Director, Schwartz Center for Performing Arts*

*"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 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 DEMOGRAPHICS

Greater Atlanta's Performing Arts Magazine

Atlanta Ballet Dancers in *The Nutcracker*,  
photo by Gene Schiavone



*"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*

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

**57% business owners or corporate officers**

65% professional/managerial

**58% female/43% male**

88% college graduates

**48% are African-American, Latino Asian or other**

62% have attended a concert with a child

**72% have children in the household**

55% married

**Attend average of 11 shows/year**

38% advanced graduate degrees

**\$255,000 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, Marketing Director, Center for Puppetry Arts*

*"We love Atlanta ShowGuide for their affordable prices and their wide audience reach. No other free publication in the city offers such an incredible deal targeted exactly to the people we want to reach."*

*—Jeanette Meierhofer, Atlanta Shakespeare Company, Marketing Manager*

*"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

*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, Former Director of Marketing & Communications, Alabama Shakespeare Festival*



*The Atlanta Opera, Candide, 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 25	8/22/25 - 10/24/25	8/7/25
HOLIDAY 25	10/24/25 - 12/12/25	10/9/25
WINTER 25	12/12/25 - 2/13/26	11/25/25
DANCE 26	2/13/26 - 4/17/26	1/29/26
SPRING 26	4/17/26 - 6/19/26	4/2/26
SUMMER 26	6/19/26 - 8/21/26	6/4/26

Special ad packages available for space in three or more issues. [Click here for 2025/26 Season Package Contract & 25/26 per-issue 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>\$800</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 for all full page ads: 4.75 x 7.875	
<b>Half Page</b> .....	<b>\$450</b>
4.75 x 3.75	
<b>Quarter Page</b> .....	<b>\$300</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.*

*"Atlanta ShowGuide is the first place to look when you want to know about Atlanta Theatre. I haven't seen a more comprehensive and dependable guide anywhere else! With print issues in almost every Atlanta theatre and digital issues available anytime and anywhere, ShowGuide is a very accessible resource. It's also a joy to read.*

*—Devi Wells, 7 Stages Marketing Coordinator*

*"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), Out Front Theater Company, Founder & Producing Artistic Director*

# atlanta ShowGuide POSITIVE IMPACT

Greater Atlanta's Performing Arts Magazine

A Christmas Carol, photo Greg Mooney



## Here's how we impact our clients and Atlanta performing arts.

*"Tireless Commitment, dedication and the love of the arts has been the Long term driving force of the Atlanta ShowGuide. The 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."*

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

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

*"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**

*"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 years, we are amazed by the number of new friends and supporters that became part of our family."*

**—Jim Verrecchia, Executive Director, Atlanta Master Chorale**

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)