



atlanta ShowGuide

is Greater Atlanta's
Performing Arts Magazine
In Print & Online!

Our magazine has grown and distribution has expanded over the past 16 years, yet we have kept the advertising rates affordable. In addition to reaching an affluent, educated audience via print and online advertising, companies also receive Spotlight editorial coverage and weblinks.

The online edition of each issue extends our advertisers' message to those theater-goers who consistently visit our website, www.atlantashowguide.com, wanting to know what's new, what's going on, when it's happening and where it's at and purchase accordingly.

Atlanta ShowGuide is not a one-venue, one-show publication. Rather, we are a mainstay of 40 local arts venues and a trusted performing arts news source for over 125,000 patrons per issue.

Special budget friendly packages are available for those who reserve space in 3 or more issues. These packages also have extra perks that extend the advertisers message even further!

We invite you to join our cast of advertisers so *Atlanta ShowGuide* can shine a spotlight on your company's products and services.

Greater Atlanta's Performing Arts Magazine in print & online at www.atlantashowguide.com.

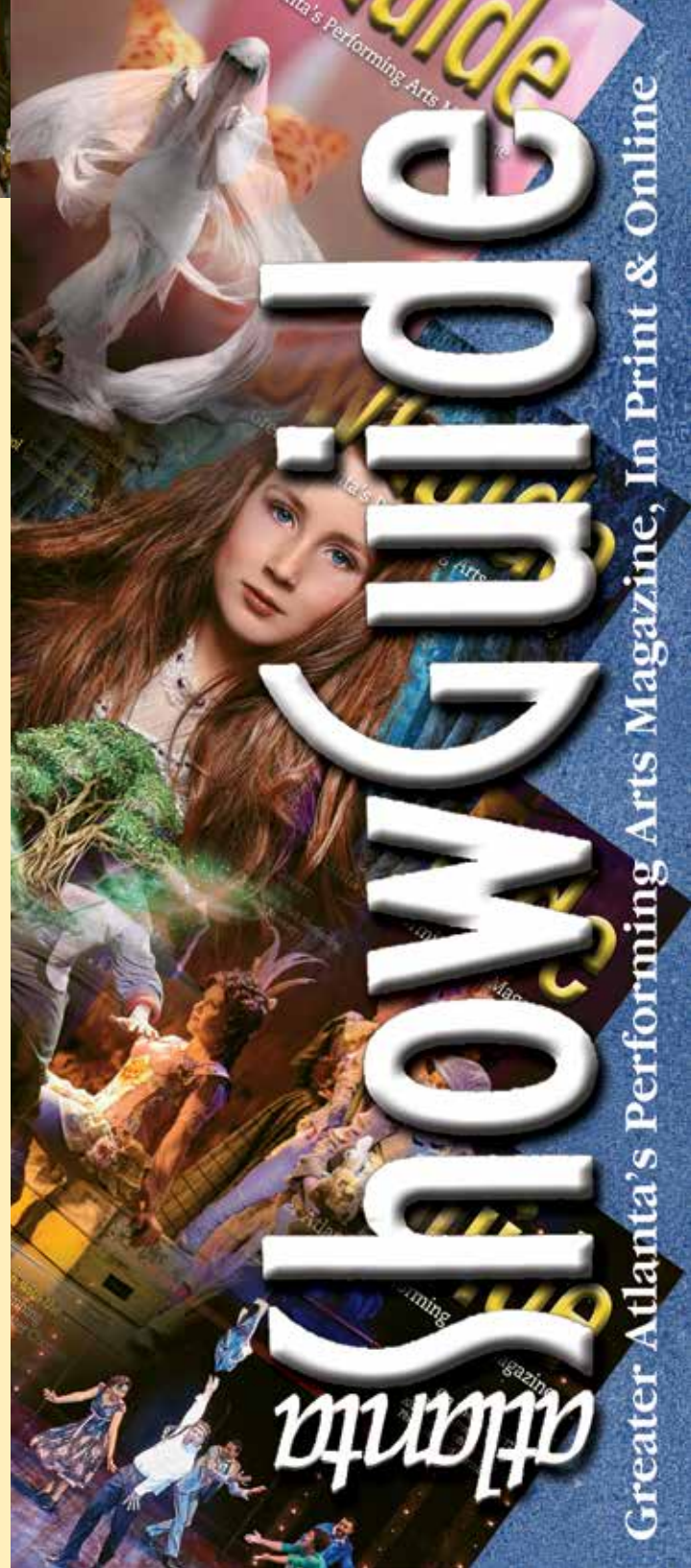
* Denotes current features as of 2015 Holiday issue.

ATLANTA SHOWGUIDE V E N U E S

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|---|---------------------------------------|
| 7 Stages | Marietta's new Theatre in the Square |
| Actor's Express | Pinch 'n Ouch |
| Alliance Theatre | Porter Sanford Performing Arts Center |
| Atlantix Half Price Tickets @ | Rialto Center For The Performing Arts |
| Underground Atlanta | Roswell Cultural Arts Center |
| Atlanta Convention & Visitors Bureau | Serenbe Playhouse |
| Atlanta Planit | Schwartz Center @ Emory |
| Callanwolde Fine Arts | Southwest Arts Center |
| Cobb Energy Performing Arts Centre | Symphony Hall |
| Decatur Visitors Center | The Center For Puppetry Arts |
| Explore Gwinnett | The Fox Theatre |
| Ferst Center For The Performing Arts | The Legacy Theater |
| Infinite Energy Center (Formerly Gwinnett Center) | The Shakespeare Tavern |
| Gwinnett Convention & Visitors Bureau | Theatrical Outfit |
| High Museum Of Art | Tula Art Gallery |
| Horizon Theatre | Whole World Theater |
| King Plow Arts Center | Woodruff Arts Center |

Atlanta ShowGuide Distribution
85,000 printed copies
 40,000+ unique viewers via www.atlantashowguide.com per issue.
 Distribution: 40 theater venues across Greater Atlanta + ACVB, Gwinnett CVB, Explore Gwinnett, Decatur Visitors Center, and online

For more info on our Seasonal Distribution Venues which are not listed above, please contact us at sales@atlantashowguide.com



Greater Atlanta's Performing Arts Magazine, In Print & Online

Let Atlanta ShowGuide Put Your Message Directly in the Hands of 125,000+ Educated, Affluent Arts Patrons with Each Issue!

DEMOGRAPHICS

Female.....	73%
Male.....	27%
Household Income - \$100,000+	53%
Household Income - \$80,000+	70%
Average household income	\$149,000
College Graduate.....	88%
Professional/Managerial	61%
Business Owner.....	54%
25-54. years old	64%
Married / Partnered.....	73%
Home Owners.....	98%
Live outside the Perimeter.....	68%
Dine out before/after show	70%
Annual average show attendance	6 times

*information updated as of 11/13/15

"We have advertised with **Atlanta Showguide** since day one and have continued every season. It is a wonderful publication that includes advertisements from almost every Atlanta Theatre Company as well as a schedule of what's playing. The quality of print and the mass distribution are not to be missed and the editorial exposure has been the icing on the cake. In short, if you don't advertise with **Atlanta Showguide** you are missing out!"

Brian Clowdus, Founder, Executive/Artistic Director
Serenbe Playhouse

Impressions

"**Atlanta Showguide** has the foremost placement in the arts and culture scene in Atlanta and always ensures the Alliance Theatre's theatrical, educational and community engagement programming is well represented in all facets of the publication. We appreciate **Atlanta Showguide**, and their diligence to the theatre and our audience."

Holland Baird, Marketing & Promotions Manager, Alliance Theatre

"The **Atlanta Showguide** gives those of us who love theatre, an opportunity to see behind the scenes and get a sense of what's coming to Atlanta. It's our chance to reach those theatre-loving folks."

Lee Foster (Ms.), Managing Director, Theatrical Outfit

"Advertising with **Atlanta Showguide** makes me confident that people who care about and support the arts are being exposed to Atlanta's newest cultural attraction, the Center for Civil Rights. I appreciate the broad distribution and visibility of **Atlanta Showguide** throughout Atlanta's arts and cultural venues. Additionally, I know that I can depend on consistently outstanding customer service which ensures me that I am leveraging my resources in the best possible way."

Judith Service Montier, Vice President of Marketing
National Center for Civil and Human Rights, Inc.

"**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

"We like to advertise in the **Atlanta Showguide** because, as a venue outside the perimeter, we know that these ads will reach our in-town patrons through **Atlanta Showguide**. We're in great company with the biggest names in performing arts in the area, so we know we're well represented."

Katherine Jones, Roswell Cultural Arts Center

"The Johns Creek Symphony Orchestra utilizes the **Atlanta Showguide** because it is the perfect media vehicle to help us promote who we are and what we offer to the largest possible audience across the Atlanta Metro. We know the readers are avid arts enthusiasts, therefore we know our message is reaching the perfect target audience."

Sue Haggerty, Executive Director, Johns Creek Symphony Orchestra

"Gwinnett Ballet Theatre is always rewarded by being included in **Atlanta Showguide!** We believe we connect with the very people we wish to reach through this beautiful periodical."

Holley Calmes, Marketing Director, Gwinnett Ballet Theatre

"The **Atlanta Showguide** is a great way to reach the art patrons of Atlanta and their team couldn't be a more enjoyable group to work with."

Jennifer Dwyer McEwen, Director of Marketing & PR
Kenny Leon's True Colors Theatre Company

"Dance Fashions Superstore is a consistent advertiser with **Atlanta Showguide** because it's the only publication of it's kind in Atlanta. It reaches our target market directly, and we have seen the results. We are delighted to be one of their advertisers."

Tolbert Yilmaz, Dance Fashions SuperStore Inc.

ATLANTA SHOWGUIDE PRINT SCHEDULE, AD RATES & SPECS

ISSUE	ISSUE RUNS	DEADLINES
FALL 16	8/20/16 - 10/24/16	8/09/16
HOLIDAY 16	10/13/16 - 12/31/16	10/05/16
WINTER 16	12/15/16 - 2/17/17	12/08/16
DANCE 17	2/16/17 - 4/23/17	2/08/17
SPRING 17	4/13/17 - 6/25/17	4/05/17
SUMMER 17	6/15/17 - 8/27/17	6/07/17
FALL 17	8/17/17 - 10/29/17	8/09/17

NON PROFIT RATES

Full Page.....	\$900
Half Page	\$550
Quarter Page	\$350
*Inside front/inside Back Cover	\$1000
*Back Cover	\$1250

NON PROFIT AD PERKS:

100 word Spotlight with your logo weblink
Listing in the Performance Guide

RETAIL RATES

Full Page.....	\$1250
Half Page	\$750
Quarter Page	\$450
*Inside front/inside Back Cover	\$1250
*Back Cover	\$1500
* All covers are upon availability	

All advertisers receive:

- Weblink from www.atlantashowguide.com to your website
- Weblink to www.atlantaplanit.com
- Complimentary ad graphics available if needed.
- Online mobile App for Ipad & Iphone.
- Two month Shelf life per issue

MECHANICAL SPECS

Trim Size5.25 x 8.375
Full Page, Full Bleed (ADD .125 extra all sides) ..	5.5 x 8.625
Non-Bleed Full Page/Live Area	4.75 x 7.875
Half Horizontal	4.75 x 3.75
Quarter Vertical (only)	2.25 x 3.75
*Live area of full page ads must fall within 4.75 x 7.875 in order to not trim off important info.	
* export pdf NO crop or bleed marks, CMYK, embed fonts/images, everything 300 dpi.	

Special Ad Packages available for space
reservations in 3 or more issues.

AD LAYOUT CHARGES

Ad design is available. Call for current charges and procedures.

To reserve space or for more information contact us
at sales@atlantashowguide.com. Please visit the current
online issue at atlantashowguide.com.