



atlanta ShowGuide

Greater Atlanta's Performing Arts Magazine
in Print and Online!

Greater Atlanta audiences have depended on *Atlanta ShowGuide* for nearly two decades to provide them with the region's most comprehensive performing arts coverage. In recent years, the magazine has enjoyed tremendous growth in size, distribution and geographic reach, reflecting the explosion of innovative performing arts companies and talented theatre professionals who call Atlanta and its surrounding communities home. Despite the growth in size and scope, the magazine continues to offer affordable advertising rates so both non-profit and for-profit businesses and organizations can reach an affluent, educated audience via print and online, and through both advertising and editorial coverage.

Our digital edition of each magazine extends our advertisers' message beyond the print readership. We have over 40,000 unique visitors each month at www.AtlantaShowGuide.com and distribute our printed publication throughout greater Atlanta and beyond. Our readers keep the magazine for reference and rely on our Facebook page ([ATLShowGuideMagazine](https://www.facebook.com/ATLShowGuideMagazine)) and our website to provide them with 24/7 access to what's new, where it's happening and how to participate. Every advertiser enjoys a weblink from our page to theirs, enabling visitors to easily access our advertisers' information, and with enhanced SEO, the *Atlanta ShowGuide* website is easily found.

Atlanta ShowGuide is not a one-venue, one-show publication. Rather, it is a mainstay of 44 arts venues and a trusted performing news source for over 130,000 patrons per issue. The shelf life of each printed magazine is two months, ensuring maximum visibility for all of our advertisers. Special budget-friendly packages are available for those who reserve space in three or more issues. These packages include extra benefits to extend your advertising message even further.

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

ATLANTA SHOWGUIDE VENUES

- | | |
|--------------------------------------|--------------------------------------|
| 7Stages | Judy Jacobs Gallery |
| Actor's Express | King Plow Arts Ctr |
| Alliance Theater | Marietta's New Theatre in the Square |
| Atlanta Convention & Visitors Bureau | Out Front Theatre Company |
| Atlantix Half Price Tickets | Porter Sanford Arts Center |
| Callanwolde Fine Arts Ctr | Rialto Center for the Arts |
| Center for Puppetry Arts | Roswell Cultural Arts Center |
| Cobb Energy Centre | Serenbe Playhouse |
| Decatur Visitor Center | Southwest Arts Center |
| Explore Gwinnett | Symphony Hall |
| Ferst Center @ Ga Tech | Theatrical Outfit |
| The Fox Theatre | Tula Gallery |
| Georgia Ensemble Theatre | The Shakespeare Tavern |
| High Museum of Art | Woodruff Arts Center |
| Horizon Theatre | |
| Infinite Energy Center | |

Atlanta ShowGuide Distribution

90,000 printed copies

40,000+ unique viewers via www.atlantashowguide.com per issue.
Distribution: 44 arts 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

Let Atlanta ShowGuide Put Your Message Directly in the Hands of 135,000+ Educated, Affluent Arts Patrons with Each Issue in Print and Online at atlantashowguide.com!

DEMOGRAPHICS

Female.....	73%
Male.....	27%
Household Income - \$100,000+	53%
Household Income - \$150,000+	28%
Average household income	\$149,000
College Graduate.....	88%
Married or Partnered.....	60%
Single	40%
Have a Child.....	43%
African-American, Latino, Asian or other	29%
Professional/Managerial	61%
Business Owner.....	55%
Home Owners.....	96%
Live outside the Perimeter.....	67%
Annual average show attendance	5 times

*information updated as of 9/5/2017

"We've found that **Atlanta ShowGuide** reaches the people we want to talk to — an arts specific publication that patrons look forward to seeing. A great arts information source."

Michael Van Osch, Marketing & PR, Georgia Ensemble Theatre

"**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

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

"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** 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** is the best theater guide in the city, making it easy for patrons to find performances all over town in one publication.

AJ Stevenson, Box Office, Marketing & Social Media Manager, Theatrical Outfit

"**Atlanta ShowGuide** is the trusted and recognized go to source for all things Arts and Theatre in Atlanta. True Colors has partnered with **Atlanta ShowGuide** since our beginning and are proud to continue this perfect relationship!

Shawn Watwood,
Director of Marketing &
PR, Kenny Leon's True
Colors Theatre

Blood Knot w R-L
Tom Key & Kenny Leon,
Photo Chris Kettrey



ATLANTA SHOWGUIDE PRINT SCHEDULE, AD RATES & SPECS

ISSUE	ISSUE RUNS	DEADLINES
HOLIDAY 17	10/19 - 12/31/17	10/4/17
WINTER 17	12/14 - 2/25/18	11/29/17
DANCE 18	2/15 - 4/29/18	1/31/18
SPRING 18	4/12 - 6/24/18	3/28/18
SUMMER 18	6/14 - 8/26/18	5/30/18
FALL 18	8/23 - 10/28/18	8/8/18

NON PROFIT RATES

Full Page	\$950
Half Page	\$550
Quarter Page	\$350
*Inside Front Cover	\$1150
*Back Cover	\$1350

NON PROFIT AD PERKS:

- 100 word Spotlight with your logo web link
- Listing in the Performance Guide section in each issue

RETAIL RATES

Full Page.....	\$1100
Half Page	\$750
Quarter Page	\$450
*Inside front/inside Back Cover	\$1250
*Back Cover	\$1500

* All covers are upon availability

ALL ADVERTISERS RECEIVE:

- Weblinks from AtlantaShowGuide.com & AtlantaPlanIt.com per issue.
- 90,000 copies distributed via 44 Arts venues + ACVB, Explore Gwinnett & Decatur Visitors Center.
- 40,000+ online readership per issue, as of 9/5/17
- Online ISSUU.com mobile APP for ipad & iphone
- Facebook posts shared via Facebook.com/ATLShowGuideMagazine
- 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 important info.
*Export pdf with bleed included, crop marks are NOT necessary, CMYK, embed fonts/ images, everything 300 dpi.

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

To reserve space or for more information contact us at sales@atlantashowguide.com. Please visit the current online issue at atlantashowguide.com. Follow us on facebook.com/ATLShowGuideMagazine and share our stories.