



# **V** GEORGIA **VOICE**

**The Premier Media Source for LGBT Georgia**

**2018 MEDIA KIT**



# COMPLETE COVERAGE

## BY THE NUMBERS

### Georgia Voice Print Edition

83,000 total people reached bi-weekly  
28-88 pages bi-weekly  
8,000 copies in weekly print run\*



### TheGeorgiaVoice.com

1,500 unique visitors daily  
2,500 page views daily  
1 million total yearly visitors



### Social Media

15,000 Facebook fans  
7,500 Twitter followers  
700 Instagram followers  
400,000 YouTube video views



### Age

21-30: 9 percent  
31-40: 13 percent  
41-50: 20 percent  
50+: 58 percent

### Gender

57% male  
40% female  
3% other



### Education

75% are college graduates.  
33% have post-graduate degrees.



### Income

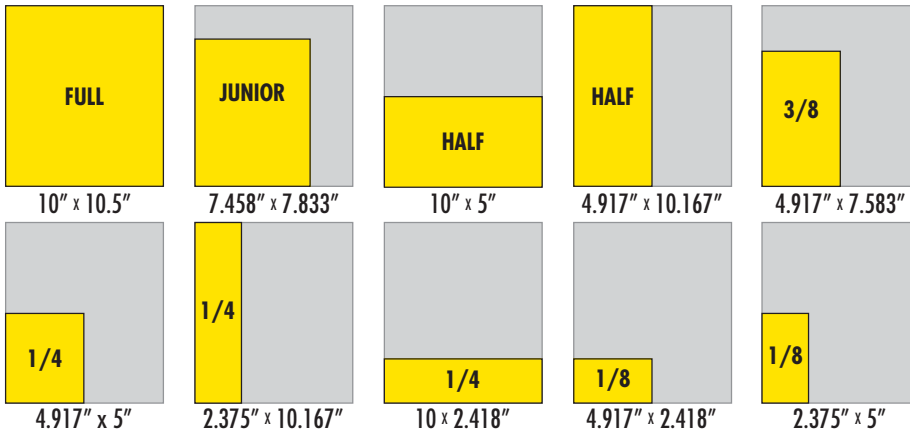
54% make more than \$75K a year.  
44% make more than \$100K a year.



# LOCAL DISPLAY PRINT ADVERTISING

AD SIZE & FREQUENCY*	1 TIME RATE	4 TIME RATE	8 TIME RATE	12 TIME RATE	26 TIME RATE
Full	\$890	\$860	\$840	\$800	\$675
Premium	\$1100	\$1050	\$1000	\$950	\$790
Junior	\$690	\$670	\$650	\$630	\$600
Half	\$490	\$470	\$450	\$430	\$400
3/8	\$390	\$370	\$350	\$330	\$300
1/4	\$280	\$260	\$240	\$220	\$200
1/8	\$160	\$140	\$130	\$120	\$110
Directory: (3.22" x 1.481")		\$60	\$50	\$40	\$35
Double Directory (3.216" x 3.12")		\$100	\$80	\$60	\$55

\*1x = 1-3 times insertion; 4x = 4-7 times insertion; 8x = 8-11 times insertion; 12x = 12-25 times insertion; 26x = 26 insertions or more. Ask your advertising representative about the placement of directory advertisements.



# ONLINE ADVERTISING

AD TYPE	SIZE	WEEKLY	MONTHLY
Leaderboard (Top Position)	728 (w) x 90 (h)	\$200	\$699
Leaderboard (Bottom Position)	728 (w) x 90 (h)	\$200	\$399
Skyscraper (Premium Position)	350 (w) x 480 (h)	\$200	\$699
Skyscraper	350 (w) x 480 (h)	\$200	\$599
Medium Rectangle	300 (w) x 250 (h)	\$200	\$399

**Weekly:** Ads appear in rotation during the contracted 7-day period. **Monthly:** Ads appear in rotation during the contracted 30-day period. \*Reduced Leaderboard not shown. Online ads appear on article pages, below the article content, above the comments section.

## PRINT/ONLINE AD FORMATS FOR CAMERA READY FILES

Send materials to:  
[rboeger@thegavoice.com](mailto:rboeger@thegavoice.com)

### ACCEPTED PRINT FILE FORMATS

In order for your ad to be considered camera-ready, it must be the proper size and meet the following requirements:

- **TIFF or JPG:** 200-300 DPI resolution
- **PDF:** Press or Press Optimized settings; fonts embedded
- **Illustrator EPS:** all fonts must be converted to Outlines
- **CMYK ONLY, NO RGB FILES**
- No bleeds, crop marks or borders needed
- Document size should be listed ad size
- Body text must be 100% Black only

### ACCEPTED ONLINE FILE FORMATS

In order for your ad to be considered camera-ready, it must be the proper size and meet the following requirements:

- **JPG, GIF & BITMAP:** 72 dpi resolution, less than 500k
- **Flash documents:** Optimized file sizes for reliable and prompt load times

### DEADLINE

Ads must be submitted one week prior to publication date.

## SOCIAL MEDIA ADVERTISING

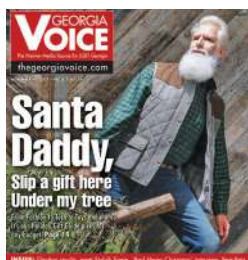
**Weekly Newsletter ad:** \$100

**Single blast to Facebook and Twitter followers:** \$100

# 2018 EDITORIAL CALENDAR

Georgia Voice offers discounts to advertisers who appear in multiple issues, but who are we to decide the best dates for your business? **Check out our list of street dates and special issues** so you can decide when to deliver your message to our readers.

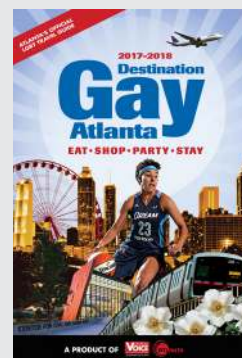
\* **Dates may be subject to change.** Certain special issues may require early deadlines. Ask your advertising representative for more details.



**MAILING ADDRESS:**  
P.O. Box 77401  
Atlanta, GA 30357

**CONTACT:**  
P: 404-815-6941  
F: 404-963-6365  
sales@thegavoice.com

**ONLINE:**  
TheGeorgiaVoice.com



**DESTINATION GAY ATLANTA TRAVEL GUIDE**  
Deadline: 04/30/18  
Publish: June 2018



**OUT ON FILM FESTIVAL GUIDE**  
Deadline: 08/10/18  
Publish: Sept. 2018

## JANUARY

**HEALTH & FITNESS**  
A NEW YEAR, A NEW YOU  
Deadline: 12/29/17  
Publish: 01/05/18

**SPIRITUALITY**  
CELEBRATING ATLANTA'S RELIGIOUS DIVERSITY  
Deadline: 01/12/18  
Publish: 01/19/18

## FEBRUARY

**BE MY VALENTINE GIFT GUIDE**  
FINDING THAT SPECIAL WAY TO SAY "I LOVE YOU"  
Deadline: 01/26/18  
Publish: 02/02/18

**PINK DOLLAR FINANCIAL ISSUE**  
TIPS ON HOW TO MAKE YOUR LGBT DOLLAR GROW  
Deadline: 02/09/18  
Publish: 02/16/18

## MARCH

**HOT RODS / 8TH ANNIVERSARY ISSUE**  
A LOOK UNDER THE HOOD OF 2018 MODELS  
Deadline: 02/26/18  
Publish: 03/02/18

**SPRING ARTS PREVIEW**  
A LOOK AHEAD TO WHAT THIS ARTS SEASON HAS TO OFFER  
Deadline: 03/10/18  
Publish: 03/16/18

**WEDDING ISSUE**  
ALL YOU NEED TO KNOW BEFORE YOU SAY "I DO"  
Deadline: 03/24/18  
Publish: 03/30/18

## APRIL

**REAL ESTATE / HOME & GARDEN**  
BUYING, SELLING IN THE ATL, SPRUCING UP YOUR SURROUNDINGS  
Deadline: 04/06/18  
Publish: 04/13/18

**WE ARE FAMILY**  
LGBT SENIORS, YOUTH AND STRAIGHT ALLIES  
Deadline: 04/20/18  
Publish: 04/27/18

## MAY

**SUMMER TRAVEL**  
PLAN YOUR SUMMER VACATION WITH STYLE  
Deadline: 05/04/18  
Publish: 05/11/18

**LGBT SPORTS**  
GETTING ALL IN FOR THE GAME  
Deadline: 05/18/18  
Publish: 05/25/18

## JUNE

**SUMMER ARTS PREVIEW / STONEWALL CELEBRATION**  
YOUR GUIDE TO ATLANTA'S LGBT SUMMER ARTS SEASON. PLUS, STONEWALL EVENTS  
Deadline: 06/01/18  
Publish: 06/08/18

**DRAG EXTRAVAGANZA / NATIONAL PRIDE ROUNDUP**  
ATLANTA'S DRAGTASTIC QUEENS AND KINGS. PLUS, TAKING A LOOK AT LGBT PRIDES ACROSS THE COUNTRY  
Deadline: 06/15/18  
Publish: 06/22/18

## JULY

**PET**  
CELEBRATING OUR FURRY FRIENDS!  
Deadline: 06/29/18  
Publish: 07/06/18

**BEST OF ATLANTA**  
READERS' PICKS FOR THE CITY'S BEST IN LGBT ... WELL, EVERYTHING!  
Deadline: 07/13/18  
Publish: 07/20/18

## AUGUST

**ATLANTA LGBT HISTORY**  
A LOOK BACK AT ATLANTA'S LGBT COMMUNITY  
Deadline: 07/27/18  
Publish: 08/03/18

**LGBT NON-PROFITS / BACK TO SCHOOL**  
A LOOK AT LOCAL LGBT ORGS. PLUS, WHAT YOU NEED BEFORE HEADING BACK TO CLASS  
Deadline: 08/10/18  
Publish: 08/17/18

**BLACK GAY PRIDE**  
OUR PULL-OUT SECTION FOR THE BIGGEST EVENT OF ITS KIND IN THE COUNTRY  
Deadline: 08/24/18  
Publish: 08/31/18

## SEPTEMBER

**FALL ARTS PREVIEW**  
A PEEK AT THIS SEASON'S ARTS  
Deadline: 09/07/18  
Publish: 09/14/18

**OUT ON FILM**  
COUNTDOWN TO ATLANTA'S LGBT FILM FEST  
Deadline: 09/21/18  
Publish: 09/28/18

## OCTOBER

**ATLANTA PRIDE**  
ALL YOU NEED TO KNOW TO GO TO ATLANTA'S LGBT PRIDE  
Deadline: 10/05/18  
Publish: 10/12/18

**WINTER TRAVEL**  
PLAN YOUR WINTER VACATION WITH STYLE  
Deadline: 10/19/18  
Publish: 10/26/18

## NOVEMBER

**HOLIDAY GIFT GUIDE**  
WHAT TO GET YOUR SPECIAL SOMEONES THIS HOLIDAY SEASON  
Deadline: 11/02/18  
Publish: 11/09/18

**HOT RODS / LGBT SPORTS / WORLD AIDS DAY**  
A LOOK UNDER THE HOOD OF 2019 MODELS. PLUS, GETTING ALL IN FOR THE GAME. ALSO, TAKING A LOOK AT HIV/AIDS  
Deadline: 11/16/18  
Publish: 11/23/18

## DECEMBER

**WINTER ARTS PREVIEW / EAT, DRINK & BE MERRY**  
YOUR GUIDE TO ATLANTA'S LGBT WINTER ARTS SEASON. PLUS, WHERE TO GO FOR FESTIVE FARE  
Deadline: 11/30/18  
Publish: 12/07/18

**YEAR IN REVIEW**  
THE LGBT STORIES THAT COVERED THE HEADLINES IN 2018  
Deadline: 12/14/18  
Publish: 12/21/18