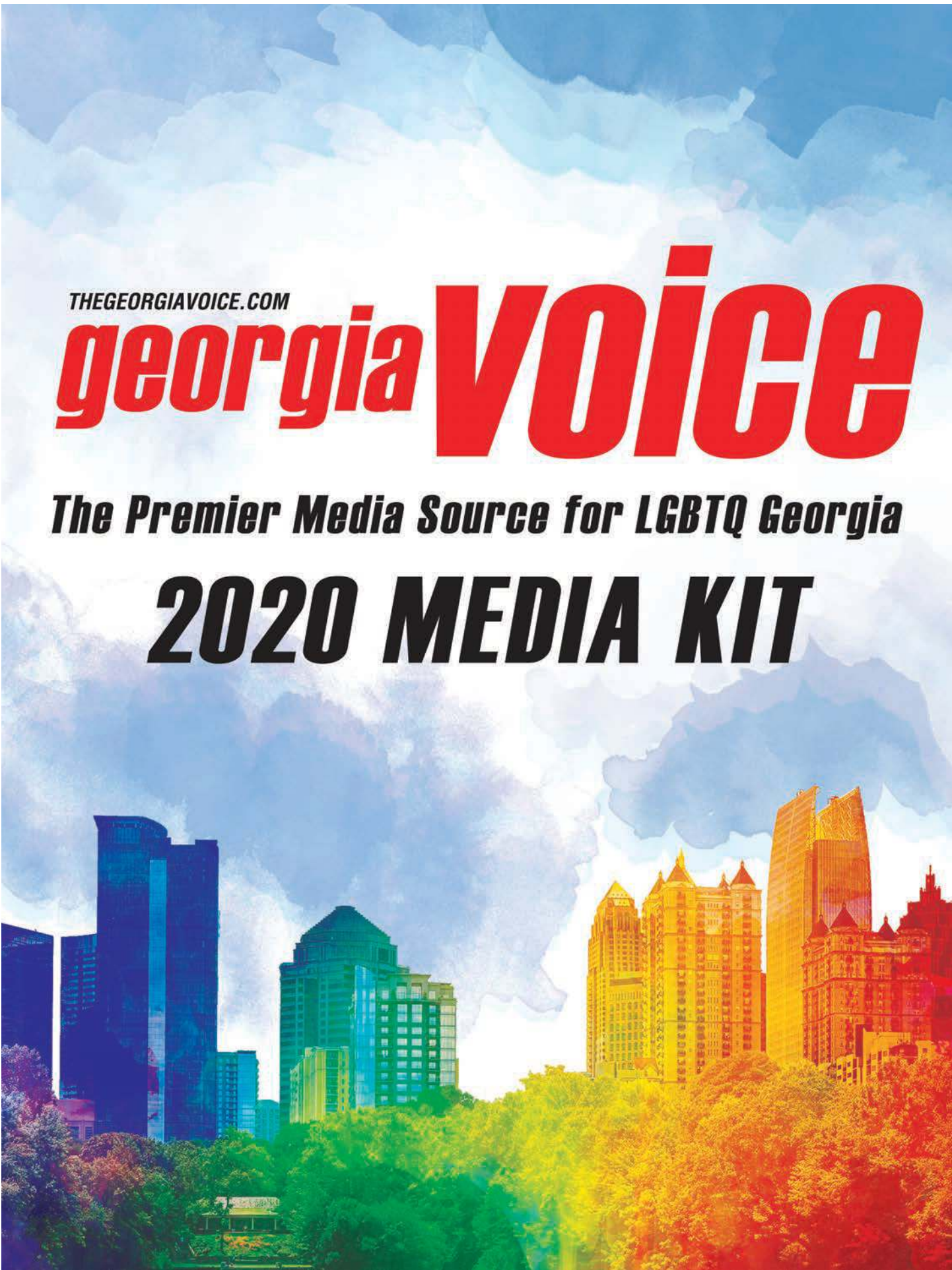


THEGEORGIAVOICE.COM

georgia **Voice**

The Premier Media Source for LGBTQ Georgia

2020 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

16,750 Facebook fans
7,600 Twitter followers
1,000 Instagram followers
400,000 YouTube video views



Age

21–30: 9%
31–40: 13%
41–50: 20%
50+: 58%

Gender

57% male
40% female
3% other



Education

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

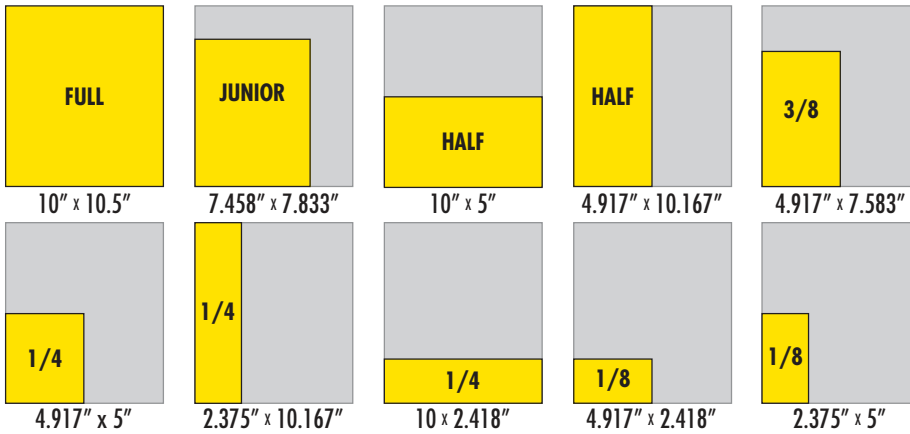
Income

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



ADVERTISING SPECS

*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@thegoavoice.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, and 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

Brainstorming for ways
to promote your business?



ONLY
\$125
PER YEAR

Advertise in the

THEGOAVOICE.COM

georgiaVoice

THE PREMIER MEDIA SOURCE FOR LGBTQ GEORGIA

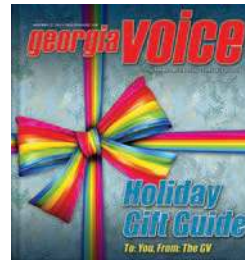
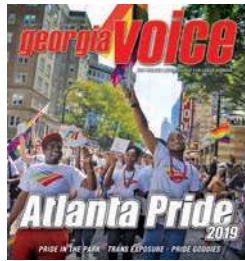
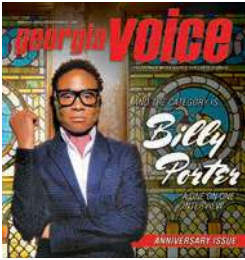
BUSINESS LISTINGS

Each listing includes Business name, address, phone number, web address and email. Plus 25-30 word-length business description.

Images need to be a square: 120 x 120 pixels. 72 DPI. RGB files.

georgia VOICE

2020 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.

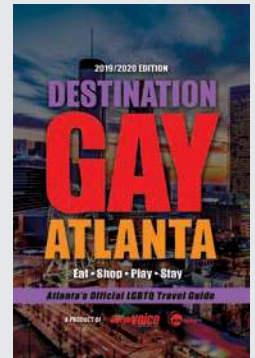
* Dates may be subject to change. Certain special issues may require early deadlines. Ask your advertising representative for more details.

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

CONTACT:
P: 404-815-6941; F: 404-963-6365
sales@thegeovoice.com

ONLINE:
TheGeorgiaVoice.com

SPECIAL PUBLICATIONS



DESTINATION GAY ATLANTA TRAVEL GUIDE
Deadline: 04/30/20
Publish: June 2020



OUT ON FILM FESTIVAL GUIDE
Deadline: 08/1/20
Publish: September 2020

JANUARY

Fitness and Resolutions Issue
Deadline: 01/10/20
Publish: 01/17/20

Black History Month Issue and Sex, Love, and Heartbreak
Deadline: 01/17/20
Publish: 01/31/20

FEBRUARY

Cabin Fever Issue (Black History Continued)
Deadline: 02/07/20
Publish: 02/14/20

Spirituality Issue (Black History Continued)
Deadline: 02/21/20
Publish: 02/28/20

MARCH

Atlanta Movers and Shakers Issue
Deadline: 03/06/20
Publish: 03/13/20

Best of Atlanta Issue and 10th Anniversary of Georgia Voice
Deadline: 03/20/20
Publish: 03/27/20

APRIL

Spring Arts and Fashion Issue
Deadline: 04/03/20
Publish: 04/10/20

The Wedding Issue
Deadline: 04/17/20
Publish: 04/24/20

MAY

Summer Travel Issue
Deadline: 05/01/20
Publish: 05/08/20

Jocks and Nerds Issue
Deadline: 05/15/20
Publish: 05/22/20

JUNE

Pride Month Issue
Deadline: 05/29/20
Publish: 06/05/20

Technology Issue (PRIDE Continued)
Deadline: 06/12/20
Publish: 06/19/20

JULY

Red, White, and Rainbow Issue and Military
Deadline: 06/26/20
Publish: 07/03/20

Pets Issue
Deadline: 07/17/20
Publish: 07/24/20

AUGUST

Back to School Issue
Deadline: 08/07/20
Publish: 08/14/20

Black Gay Pride Issue
Deadline: 08/21/20
Publish: 08/28/20

SEPTEMBER

Fall Arts Issue
Deadline: 09/04/20
Publish: 09/11/20

Out On Film // ATL Film Industry
Deadline: 09/18/20
Publish: 09/25/20

OCTOBER

Atlanta Pride Issue
Deadline: 10/02/20
Publish: 10/09/20

Election Issue and Hallow-Queen!
Deadline: 10/16/20
Publish: 10/23/20

NOVEMBER

Women Empowered Issue
Deadline: 10/30/20
Publish: 11/06/20

Holiday Gift Guide Issue and World AIDS Day
Deadline: 11/13/20
Publish: 11/20/20

DECEMBER

All You Can Eat Food Issue
Deadline: 11/27/20
Publish: 12/04/20

2019 in Review Issue
Deadline: 12/11/20
Publish: 12/18/20