2019 Marketing Guide
Top 5 reasons to advertise with GeorgiaTrend

MORE READERS: Print 192,000+; Digital impressions 97,000+

TOP LEADERS/DECISION-MAKERS: 81% senior-level executives

INFLUENCE ENGAGED READERS: 98% read Georgia Trend every month

BUILD YOUR BRAND: Magazine advertising ranks as the #1 media buy to boost a company’s brand favorability and increase sales*

MORE VALUE FOR YOUR INVESTMENT:
   - More powerful editorial for senior-level executives
   - More impressions for your advertising message
   - More platforms to target your audience

INTEGRATED MEDIA

We offer marketing options on various platforms that provide an Integrated Media approach for your campaign:

- Print
- Digital
  - GeorgiaTrend.com
  - DigiMag
  - Georgia Trend Daily
  - GeorgiaTrendBlog.com
  - Social Media
  - Facebook
  - Instagram
  - LinkedIn
- Events
- Custom Publishing

* MPA 2017 Research

GeorgiaTrend.com
Our subscribers are your ideal audience

YOU’LL REACH LEADERS IN ATLANTA AND ACROSS GEORGIA WITH ONE MEDIA BUY.

Georgia Trend is the only publication that covers the people, companies, issues and trends that define Georgia. Our subscribers are the leaders who shape our state — leaders in business, politics and economic development.

SUBSCRIBERS: 48,616 print; 6,148 DigiMag; 193,000+ total readers
88%: Influence purchasing decisions
$255,000: Average household income
75 MINUTES: Average time spent reading each issue
81%: Senior-level position or title
4 READERS PER COPY

GEORGIA TREND PARTNERS WITH LEADING STATEWIDE ASSOCIATIONS TO BRING READERS COMPREHENSIVE, RELEVANT AND TIMELY INFORMATION.

- Association County Commissioners Georgia (ACCG)
- Georgia Economic Developers Association (GEDA)
- Georgia Municipal Association (GMA)
- Georgia Research Alliance (GRA)
- UGA Small Business Development Centers across Georgia
- Georgia Chamber of Commerce
- Atlanta Regional Commission

AUDITED CIRCULATION ENSURES YOU REACH ENGAGED READERS

Georgia Trend is audited by CVC — Circulation Verification Council. This is a valuable validation of our circulation. You can depend on the accuracy of the information.
Advertisers benefit from features like these reader favorites

- Georgian of the Year – January
- 100 Most Influential Georgians – January
- Annual Legislative Guide – February
- Economic Yearbook – April
- Technical Colleges in Georgia – April
- Georgia’s Most Respected Business Leader – May
- College & University Directory – September
- 40 Under 40 – October
- Georgia’s Top Hospitals – December
- Legal Elite – December
- Regional Spotlights on Georgia – Monthly
- University Reports

**MUST-READ COLUMNS AND DEPARTMENTS**

- From the Publisher, Ben Young
- Business Casual, Susan Percy
- Georgia Fare, Krista Reese
- The Economy, Jeffrey Humphreys
- At Issue, Kerwin Swint

**KEY INDUSTRY SPOTLIGHTS**

- Banking
- Healthcare
- Global Trade & Logistics
- Sports
- Agriculture
- Cybersecurity
- Arts & Tourism
- Manufacturing

Contact Advertising Director Amanda Patterson at 770.558.8701 or patterson@georgiatrend.com to see how your organization will benefit from a partnership with Georgia Trend.
Georgia Trend will place your brand in front of the leaders of Georgia

SPONSOR OUR MAIN EVENTS

Georgian of the Year
Most Influential Georgians

JANUARY 2019
Recognizing the state’s top leadership

• Attendance: 400+ • Location: Georgia Aquarium • Tiered Sponsorships Available

40 Under 40

OCTOBER 2019
Recognizing the Best and Brightest future leadership around the state

• Attendance: 300+ • Location: Georgia Aquarium • Tiered Sponsorships Available

Contact Advertising Director
Amanda Patterson at 770.558.8701
or patterson@georgiatrend.com for details on each of these issues and sponsorship opportunities.
January
RESERVE BY NOVEMBER 23
MATERIALS BY NOVEMBER 30
- Georgian of the Year
- 100 Most Influential Georgians
- Georgia Trend Hall of Fame
- Business of Football – Super Bowl
- Education
- Arts Districts

Our State
- Cobb County
- Columbia County

February
RESERVE BY DECEMBER 21
MATERIALS BY DECEMBER 28
- Legislative Guide
- Healthcare – Heart Health
- Georgia Trustees 2019
- Georgia Municipal Association
- Coastal Tourism

Our State
- Cherokee County

March
RESERVE BY JANUARY 23
MATERIALS BY JANUARY 30
- Global Trade & Logistics
- State Farm Arena
- CIDs – Fulton
- Engineering Schools
- Corporate Meetings (Sponsored Content)

Our State
- Macon-Bibb County
- Valdosta

Small Business Guide
RESERVE BY MARCH 26
MATERIALS BY MARCH 29
- Resource Guide for small business owners and entrepreneurs
- A special Georgia Trend publication (inserted in the May issue of Georgia Trend) + 20,000 to Small Business Development Centers

April
RESERVE BY FEBRUARY 22
MATERIALS BY FEBRUARY 28
- Economic Yearbook
- Industry Outlook
- Healthcare – Alzheimer’s
- Technical Colleges
- Four for the Future
- Tourism
- Festival Directory (Sponsored Content)

Our State
- Savannah-Chatham County
- South Metro

May
RESERVE BY MARCH 21
MATERIALS BY MARCH 28
- Most Respected Leader
- Distilleries
- MBA Programs
- Credit Unions

Our State
- Perimeter Area
- Albany/Dougherty

June
RESERVE BY APRIL 22
MATERIALS BY APRIL 29
- ACCG – County Recognition
- Healthcare – Designated Cancer Centers
- CIDs – Gwinnett
- Changing Workplace
- 2019 Manufacturers of the Year Awards (Sponsored Content)

Our State
- Columbus
- Brunswick-Golden Isles
- Paulding County
July
RESERVE BY MAY 23
MATERIALS BY MAY 30
• Agribusiness
• Banking
• Mining Industry
• International Impact of Local Non-Profits

Our State
• Carroll County

August
RESERVE BY JUNE 21
MATERIALS BY JUNE 28
• Main Street Cities
• Healthcare – Addiction Treatments
• Autonomous Vehicles
• Renewables – Solar/Water/Smart Cities
• Conferences and Conventions
• Destinations – Executive Travel and Meetings (Sponsored Content)

Our State
• Augusta-Richmond County
• Rockdale County

September
RESERVE BY JULY 24
MATERIALS BY JULY 31
• Hartsfield Jackson Atlanta International Airport Development
• College and University Directory
• CID’s – Cobb
• Residential Construction – Including Affordable Housing

Our State
• Dalton-Whitfield County
• Gwinnett County

Our State

Business Georgia
RESERVE BY AUGUST 30
PUBLISHING FALL 2019
• Georgia’s Economic Development Publication
• Distribution to 15,000 Corporate Site Selectors across the US and Global Markets

October
RESERVE BY AUGUST 22
MATERIALS BY AUGUST 29
• 40 Under 40
• Healthcare – Women’s Centers
• Top 100 Public Companies
• Rural Development
• Georgia Workforce Needs
• Cybersecurity
• Credit Union (Sponsored Content)
• Industrial Parks Directory (Sponsored Content)

Our State
• Gainesville-Hall County
• North Fulton

November
RESERVE BY SEPTEMBER 20
MATERIALS BY SEPTEMBER 27
• Silver Spoon Awards
• Research at Georgia’s Universities/Georgia Bio
• Georgia Ports
• FinTech

Our State
• DeKalb County

December
RESERVE BY OCTOBER 23
MATERIALS BY OCTOBER 30
• The Legal Elite
• Hospital Feature
• Healthcare – Georgia’s Top Hospitals
• Education – Improving Childhood Literacy
• Aerospace

Our State
• Southwest Georgia

INTERESTED IN A REGIONAL SPOTLIGHT FOR YOUR AREA?
Contact Amanda Patterson at patterson@georgiatrend.com

770.558.8701
Small Business Guide

ANNUAL GUIDE TO STARTING AND GROWING A SMALL BUSINESS

Published in May 2019, The Small Business Guide provides vital and resourceful content as well as relevant local success stories for Georgia’s increasing number of small business owners.

DISTRIBUTION CHANNELS:

- 50,000 Georgia Trend subscribers (distributed with the May 2019 issue)
- +20,000 SBDCs – Georgia Small Business Development Center Network
- Georgia Chamber of Commerce
- Georgia Department of Economic Development

TOTAL ANNUAL DISTRIBUTION: 70,000

PLUS Small Business Guide will be posted on the Georgia Trend website.

BONUS:

With each page or partial page of advertising, you receive the equivalent in complimentary sponsored editorial space in our Small Business Partners section.

ADVERTISING RATES:

<table>
<thead>
<tr>
<th>Format</th>
<th>Four Color</th>
<th>B&amp;W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$20,351</td>
<td>$15,627</td>
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<tr>
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<td>11,211</td>
<td>8,723</td>
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<tr>
<td>1/3 Page</td>
<td>6,169</td>
<td>3,518</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>4,725</td>
<td>2,089</td>
</tr>
</tbody>
</table>

Space Reservations: March 26, 2019

Business Georgia

ANNUAL ECONOMIC DEVELOPMENT PUBLICATION

Published in October 2019, Business Georgia provides a wealth of information on the economy, skilled workforce, transportation, education and statewide contacts as it highlights the opportunities for business relocation, expansion and investment in Georgia.

DISTRIBUTION CHANNELS:

- Mailed out of state to Corporate Site Selectors across the U.S.
- Georgia Department of Economic Development
- Economic and Industrial Development Authorities
- Chambers of Commerce throughout Georgia

TOTAL ANNUAL DISTRIBUTION: 15,000

PLUS Business Georgia will be posted on the Georgia Trend website.

BONUS:

With each page or partial page of advertising, you receive the equivalent in complimentary sponsored editorial in the Economic Development Showcase section.

ADVERTISING RATES:

<table>
<thead>
<tr>
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</thead>
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<tr>
<td>1/2 Page</td>
<td>4,443</td>
<td>2,869</td>
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<tr>
<td>1/3 Page</td>
<td>3,874</td>
<td>2,176</td>
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<tr>
<td>1/6 Page</td>
<td>2,948</td>
<td>1,268</td>
</tr>
</tbody>
</table>

Space Reservations: August 30, 2019

Save 10% on the rates if you reserve by June 1.
GeorgiaTrend.com

58,000 AVERAGE MONTHLY IMPRESSIONS

Visit GeorgiaTrend.com to access the digital edition, current stories, archived stories, annual publications, the Georgia Trend blog, submit nominations, subscribe and more.

Place your message in this one-stop source for all things Georgia Trend.

<table>
<thead>
<tr>
<th>Size</th>
<th>3 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$1100/mo</td>
</tr>
<tr>
<td>Island</td>
<td>300 x 250</td>
<td>900/mo</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>700/mo</td>
</tr>
</tbody>
</table>

Call us for more options.

Georgia Trend Daily

142,000+ DIRECT EMAILS EACH MONTH
6,800 DAILY SUBSCRIBERS

<table>
<thead>
<tr>
<th>Size</th>
<th>3 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner + Four Press Releases</td>
<td>640 x 79</td>
<td>$1,560/mo</td>
</tr>
<tr>
<td>Box Ad + Three Press Releases</td>
<td>213 x 177</td>
<td>750/mo</td>
</tr>
<tr>
<td>Box Ad (small) + Two Press Releases</td>
<td>213 x 88</td>
<td>525/mo</td>
</tr>
</tbody>
</table>

Package A – 20% Discount: 6 months on GeorgiaTrend.com and Georgia Trend Daily
Package B – 15% Discount: 3 months on GeorgiaTrend.com and Georgia Trend Daily

Georgia Trend Daily delivers the major business news from across the state every morning to more than 6,800 opt-in subscribers, Georgia’s business, political and civic leaders.

Make your message the first one they see in the morning!

DigiMag

6,150 MONTHLY SUBSCRIBERS
28,149 MONTHLY IMPRESSIONS

Our new Social Media Advertising Packages offer exposure on all our digital platforms, Latest Trends Blog, Facebook, Twitter, Instagram, and LinkedIn. Ask us for more details.

Contact Carolyn Gardiner at 770.558.8703 or carolyn@georgiatrend.com for details on these digital opportunities.
BLEED ADS: Keep live copy within standard ad dimensions. (Text and logos must be at least .375” in from the final trim dimensions on all sides, and the bleed must be at least .125” beyond the final trim dimensions on all sides.) Allow an extra .25” in gutter on spread bleed ads.

PDF file preferred.

IMAGE FILES:
- Images should be high resolution, 300 dpi at printing size.
- CMYK only, no RGB.

Electronic File Guidelines

ACCEPTABLE FILE FORMATS:
PDF FILES PREFERRED
If sending ad in PDF format, please note the following:
- All fonts must be embedded
- File must be exact size of ad
- PDF file must be created at 300 DPI or higher
- For bleed ads, bleeds must be indicated. Allow at least .125” bleed, all sides. Keep all text and logos at least .375” inside trim.
- Crop marks should be included for bleed ads
- CMYK required
- TIFF and EPS files are also acceptable, as well as certain native files (provided all images and fonts are included)
- Acceptable native file programs include:
  - Adobe InDesign
  - Adobe Illustrator
  - Adobe Photoshop
  - QuarkXpress

Inserts
Call the production department at 770-558-8702 for shipping instructions on inserts. Cartons must be clearly marked with the issue of the insertion and the words: “Georgia Trend.”

Send Files
UNDER 10 MB: email to heidi@pixelperfectdesign.net
OVER 10 MB: www.dropbox.com or www.hightail.com
Please send download information to heidi@pixelperfectdesign.net

Any Questions
CONTACT: Gail Aronoff, Production Manager, 770.558.8702
or gail@georgiatrend.com

For additional advertising policies visit
GeorgiaTrend.com

ADVERTISING SPECS
For additional advertising policies visit
GeorgiaTrend.com
# 2019 Print Advertising Rates

## Four Color Rates:

<table>
<thead>
<tr>
<th></th>
<th>12x</th>
<th>9x</th>
<th>6x</th>
<th>4x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$15,257</td>
<td>$16,484</td>
<td>$17,705</td>
<td>$19,129</td>
<td>$20,351</td>
</tr>
<tr>
<td>Full page</td>
<td>8,421</td>
<td>9,057</td>
<td>9,744</td>
<td>10,539</td>
<td>11,211</td>
</tr>
<tr>
<td>2/3 page</td>
<td>6,791</td>
<td>7,334</td>
<td>7,877</td>
<td>8,511</td>
<td>9,055</td>
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<tr>
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<td>5,293</td>
<td>5,716</td>
<td>6,140</td>
<td>6,634</td>
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<tr>
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<td>4,625</td>
<td>4,996</td>
<td>5,367</td>
<td>5,798</td>
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<td>3,544</td>
<td>3,827</td>
<td>4,110</td>
<td>4,441</td>
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## Black & White Rates:

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<tr>
<th></th>
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<th>9x</th>
<th>6x</th>
<th>4x</th>
<th>1x</th>
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</thead>
<tbody>
<tr>
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<td>$11,712</td>
<td>$12,657</td>
<td>$13,595</td>
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<td>5,595</td>
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</tr>
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<td>1,817</td>
<td>1,963</td>
<td>2,089</td>
</tr>
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</table>

## Premium Positions:

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<tbody>
<tr>
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<td>12,101</td>
</tr>
<tr>
<td>Inside Back</td>
<td>10,148</td>
<td>11,154</td>
</tr>
<tr>
<td>Back Cover</td>
<td>11,977</td>
<td>13,164</td>
</tr>
</tbody>
</table>

Page 3, Page 4, and all guaranteed positions, add 10%.

## Adding a Color to Black and White Ads:

- One process color: $550
- One matched (PMS) color: $650

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**Georgia Trend**

**Preprinted Inserts**
- 2 pages, rate per page: $3,437
- 4 pages, rate per page: $2,992

**Sponsored Content**
- Tell your story or present your advocacy position to the decision-makers. Multi-page rates available.

**Custom Publishing**
- Contact us today to discuss custom publishing projects we can create for you.

---

770.558.8701
CONTACT

Amanda Patterson: 770.558.8701  patterson@georgiatrend.com
Carolyn Gardiner: 770.558.8703  carolyn@georgiatrend.com
Lane Henderson: 678.381.2168  lane@georgiatrend.com

Ask us about our custom publishing and sponsored content opportunities!

GeorgiaTrend.com

5880 Live Oak Parkway  |  Suite 280  |  Norcross, Georgia 30093