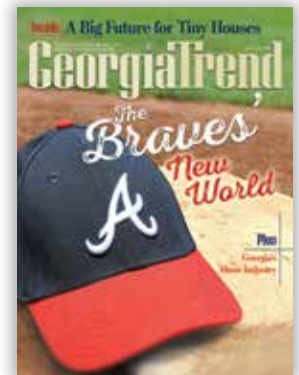


GeorgiaTrend

CELEBRATING **35** YEARS

2020 MARKETING GUIDE



GeorgiaTrend: Linking You to Business Leaders for 35 Years

REACH MORE READERS: 49,000 print; 6,500 digital; 183,000 readers

TARGET 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*

RECEIVE MORE VALUE FOR YOUR INVESTMENT:

- More powerful editorial for senior-level executives
- More impressions for your advertising message
- More platforms to target your audience



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.

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



* MPA 2017 Research



GeorgiaTrend.com

We've got you covered in print, digital and social platforms

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.



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

FULL COVERAGE ON ALL OUR MEDIA PLATFORMS

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

- Print
- Digital
 - GeorgiaTrend.com
 - Digital Edition
 - Georgia Trend Daily
 - GeorgiaTrendBlog.com (Latest Trends)
 - Social Media



- Events
- Custom Publishing



Shine the spotlight on your city and community!

OUR STATE
WAYNE COUNTY

Located in the heart of Southeast Georgia and within minutes of major cultural amenities and Georgia's Golden Isles, **Wayne County** truly is where it all comes together.

- Working Features and Industries
- Climate Zone 8B
- Fast access to major interstate highways
- US 90 and I-95
- Close proximity to Savannah, GA and Jacksonville, FL
- A beautiful natural environment including the "right-of-way" "Golden Isles"
- Exceptional quality of life for families.

A Natural Attraction
New direction, major expansion and downtown rising

Community leaders and residents across Wayne County in Georgia are celebrating the opening of the new headquarters of a leading international, multi-national firm in the region. The new headquarters is a state-of-the-art, multi-story building that will serve as a major hub for the company's operations in the Southeast. The new building is a testament to the county's economic growth and the county's commitment to providing a high-quality environment for its residents.

CONTACT US TODAY

Wendy Smith
770.558.8701
wendy@georgiatrend.com

AMANDA PATTERSON
770.558.8701
amanda@georgiatrend.com

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Wayne County
Wayne County Board of Tourism
Wayne County Chamber of Commerce
Wayne County Industrial Development Authority



Area Spotlights paint the big picture and create a wonderful marketing tool to attract new business, new residents and tourists to the region. From small local businesses to large industry, education to recreation, healthcare to arts and entertainment, Georgia Trend shares your story with its readers across the state.

49,000 MONTHLY PRINT SUBSCRIBERS, 183,000 READERS

DIGITAL COVERAGE ON:

www.georgiatrend.com

Georgia Trend Daily

Social Media:



We are planning for 2020 now!
Is this your community's year to be in the spotlight?
Please contact us to discuss which months are still available!
Amanda Patterson: patterson@georgiatrend.com 770.558.8701



Small Business Guide

ANNUAL GUIDE TO STARTING AND GROWING A SMALL BUSINESS

Published in May 2020, 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 2020 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:

	Four Color	B&W
Spread	\$20,351	\$15,627
Full Page	11,211	8,723
2/3 Page	9,055	6,432
1/2 Page	7,058	4,600
1/3 Page	6,169	3,518
1/6 Page	4,725	2,089

Space Reservations: March 26, 2020



Business Georgia

ANNUAL ECONOMIC DEVELOPMENT PUBLICATION

Published in October 2020, 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:

	Four Color	B&W
Spread	\$12,452	\$9,454
Full Page	7,192	5,512
2/3 Page	5,715	4,041
1/2 Page	4,443	2,869
1/3 Page	3,874	2,176
1/6 Page	2,948	1,268

Space Reservations: August 31, 2020

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

January

**RESERVE BY NOVEMBER 22
MATERIALS BY NOVEMBER 29**

- Georgian of the Year
- 100 Most Influential Georgians
- Georgia Trend Hall of Fame
- Georgia Historical Black Colleges & Universities (HBCUs)
- Broadband
- Tourism Trend: Short-term rentals

Our State

- Cobb County



February

**RESERVE BY DECEMBER 20
MATERIALS BY DECEMBER 27**

- Legislative Guide
- Healthcare – Heart Health
- Georgia Trustees 2020
- Georgia Municipal Association
- Coastal Tourism

Our State

- Cordele-Crisp County



March

**RESERVE BY JANUARY 24
MATERIALS BY JANUARY 31**

- Business of Sports – Basketball
- Rural Revitalization
- CIDs – North Fulton
- Georgia Education Guide (Sponsored Content)
- Corporate Meetings (Sponsored Content)

Our State

- Macon-Bibb County



Small Business Guide

Annual

**RESERVE BY MARCH 20
MATERIALS BY MARCH 27**

- 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 21
MATERIALS BY FEBRUARY 28**

- Economic Yearbook
- Industry Outlook
- Healthcare – Mental Health
- Food & Beverage Industry
- Georgia Tourism
- Technical Colleges
- Four for the Future
- Festival Directory (Sponsored Content)

Our State

- Savannah-Chatham County
- South Metro



May

**RESERVE BY MARCH 20
MATERIALS BY MARCH 27**

- Most Respected Leader
- Cybersecurity
- Top Doctors in Georgia
- MBA Programs
- Credit Unions

Our State

- Perimeter Area
- Albany/Dougherty
- Dawson County



June

**RESERVE BY APRIL 24
MATERIALS BY APRIL 30**

- ACCG – Counties of Distinction
- Healthcare – Cancer
- CIDs – Gwinnett
- 2020 Manufacturers of the Year Awards (Sponsored Content)

Our State

- Columbus
- Brunswick-Golden Isles



July

**RESERVE BY MAY 22
MATERIALS BY MAY 29**

- Agribusiness
- Banking
- College Sustainability
- Global Trade & Logistics
- Affordable Housing
- Business Philanthropy

Our State

- Thomasville-Thomas County



August

**RESERVE BY JUNE 22
MATERIALS BY JUNE 29**

- Main Street Cities
- Healthcare – Sports
Medicine/Orthopaedics
- Tourism - State Fairs
- Destinations – Executive Travel and
Meetings (Sponsored Content)

Our State

- Augusta-Richmond County



September

**RESERVE BY JULY 24
MATERIALS BY JULY 31**

- 35th Anniversary Issue
- College and University Directory
- FinTech
- Atlanta Airport Feature
- Tourism – North Georgia Mountains
- CIDs - Cobb

Our State

- Dalton-Whitfield County
- Gwinnett County



Business Georgia

**RESERVE BY AUGUST 31
PUBLISHING FALL 2020**

- Georgia's Economic Development Publication
- Distribution to 15,000 Corporate Site Selectors across the US and Global Markets



Publications

October

**RESERVE BY AUGUST 21
MATERIALS BY AUGUST 28**

- 40 Under 40
- Healthcare – Cosmetic Surgery
- Top 100 Public Companies
- Mobile Apps
- Georgia Workforce Needs - Nursing
- Credit Union (Sponsored Content)

Our State

- Gainesville-Hall County
- North Fulton
- Jeff Davis County



November

**RESERVE BY SEPTEMBER 22
MATERIALS BY SEPTEMBER 29**

- Silver Spoon Awards
- Transportation
- Research at Georgia's Universities/
Georgia Bio
- Georgia Ports
- South Fulton CIDs

Our State

- Paulding County



December

**RESERVE BY OCTOBER 23
MATERIALS BY OCTOBER 30**

- The Legal Elite
- Hospital Feature
- Healthcare—Georgia's Top Hospitals
- Aerospace
- Education – Private Schools K-12

Our State

- Southwest Georgia



INTERESTED IN A REGIONAL SPOTLIGHT FOR YOUR AREA?

Contact Amanda Patterson at patterson@georgiatrend.com

770.558.8701



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.
See Electronic File Guidelines for other options.
Binding: Perfect bound.

IMAGE FILES:

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

Electronic File Guidelines

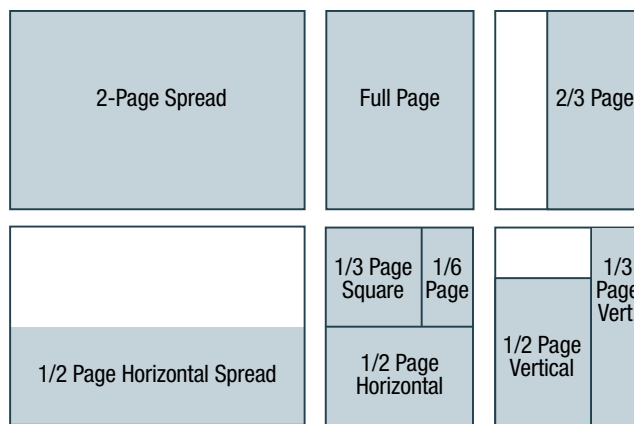
**ACCEPTABLE FILE FORMATS:
PDF FILES PREFERRED**

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 770-558-8703 for shipping instructions on inserts. Cartons must be clearly marked with the issue of the insertion and the words: "Georgia Trend."



AD SIZES (all measurements are in inches):

Ad Unit	Width	Depth
2-page spread will be trimmed to	16.5 16.25	11.0625 10.8125
1/2 page horizontal spread will be trimmed to	16.5 16.25	5.75 5.5
Full page – standard	7	10
Full page – bleed will be trimmed to	8.375 8.125	11.0625 10.8125
2/3 page – standard	4.5625	10
2/3 page – bleed will be trimmed to	5.5 5.25	11.0625 10.8125
1/2 page vertical	4.5625	7.4375
1/2 page horizontal	7	4.875
1/2 page horiz. – bleed will be trimmed to	8.375 8.125	5.687 5.5
1/3 page vertical	2.25	10
1/3 page square	4.5625	4.875
1/6 page	2.25	4.875

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: Amanda Patterson, Advertising Director, 770.558.8701 or patterson@georgiatrend.com



2020 Print Advertising Rates

FOUR COLOR RATES:

	12x	9x	6x	4x	1x
2-Page Spread	\$15,257	\$16,484	\$17,705	\$19,129	\$20,351
Full page	8,421	9,057	9,744	10,539	11,211
2/3 page	6,791	7,334	7,877	8,511	9,055
1/2 page	5,293	5,716	6,140	6,634	7,058
1/3 page	4,625	4,996	5,367	5,798	6,169
1/6 page	3,544	3,827	4,110	4,441	4,725

BLACK & WHITE RATES:

	12x	9x	6x	4x	1x
2-Page Spread	\$11,712	\$12,657	\$13,595	\$14,689	\$15,627
Full page	6,541	7,065	7,589	8,199	8,723
2/3 page	4,823	5,209	5,595	6,046	6,432
1/2 page	3,450	3,726	4,002	4,324	4,600
1/3 page	2,639	2,849	3,060	3,306	3,518
1/6 page	1,566	1,692	1,817	1,963	2,089

PREMIUM POSITIONS:

Position	12x	6x
Inside Front	\$10,800	12,000
Inside Back	10,100	11,100
Back Cover	11,900	13,100

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

GeorgiaTrend



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.

Make your mark at two of Georgia's most highly recognized events

Georgian of the Year Most Influential Georgians

JANUARY 2020

Recognizing the state's top leadership

40 Under 40

OCTOBER 2020

Recognizing the Best and Brightest future leadership around the state



PRESENTING SPONSOR:

- Table of 10 at Awards Ceremony
- Opportunity for representative to speak at the event
- Poster display at ceremony
- Prominent recognition of sponsorship on invitations, program, slide presentation and gift bags
- Pre- and post-event recognition on Georgia Trend's social media platforms
- **Industry Exclusivity**

Sponsorship Rate: \$6,000

GOLD SPONSOR:

- Four seats at Awards Ceremony
- Poster display at ceremony
- Recognition of sponsorship on invitation, program and slide presentation
- Pre- and post-event recognition on Georgia Trend's social media platforms

Sponsorship Rate: \$4,000

SILVER SPONSOR:

- Two seats at Awards Ceremony
- Recognition of sponsorship on invitation, program and slide presentation

Sponsorship Rate: \$2,000

To confirm your sponsorship contact
Amanda Patterson, 770.558.8701
or patterson@georgiatrend.com

Events posted on Georgia Trend's social media platforms



GeorgiaTrend.com

44,000 AVERAGE MONTHLY IMPRESSIONS

	Size	3 Months	6 Months
Leaderboard*	728 x 90	\$1100/mo	\$1000/mo
Island	300 x 250	900/mo	800/mo

In addition to the 728x90, please provide a 300x50 or 320x50 size so it will appear on all mobile devices.

FILE TYPES

JPG, GIF, PNG 60K or less



Georgia Trend Daily

155,000+ DIRECT EMAILS EACH MONTH
7,300 OPT-IN SUBSCRIBERS

	Size	3 Months	6 Months
Banner + Four Press Releases	640 x 79	\$1,560/mo	\$1,300/mo
Box Ad + Three Press Releases	213 x 177	750/mo	640/mo
Box Ad (small) + Two Press Releases	213 x 88	525/mo	450/mo



Sponsored Content Package

1-month campaign \$1,750

One 350 to 500-word article produced by Georgia Trend's in-house content team with up to 4 photos published on your own dedicated page on GeorgiaTrend.com

4-week placement on Georgia Trend's home page, under Features, noted as Sponsored

One push on Georgia Trend Daily e-newsletter

One social post (boosted on Facebook)

This package sold on a monthly basis at a flat fee, per article

Social Media

(Facebook, Twitter, Instagram, LinkedIn)

55,000 MONTHLY IMPRESSIONS

	3 Months	6 Months
Facebook, 3 posts per month	\$750/mo	\$650/mo
Twitter, 3 posts per month		
Instagram, 1 post per month		
LinkedIn, 1 post per month		



Contact Carolyn Gardiner at
770.558.870
or carolyn@georgiatrend.com for
details on these digital opportunities.



GeorgiaTrend

Print | Digital | Social Media
Sponsored Content | Custom Publishing

Delivering the state of Georgia for 35 years.

CONTACT

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GeorgiaTrend.com

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