

Georgia^{INC}Trend

The Magazine of Georgia Business, Politics & Economic Development Since 1985

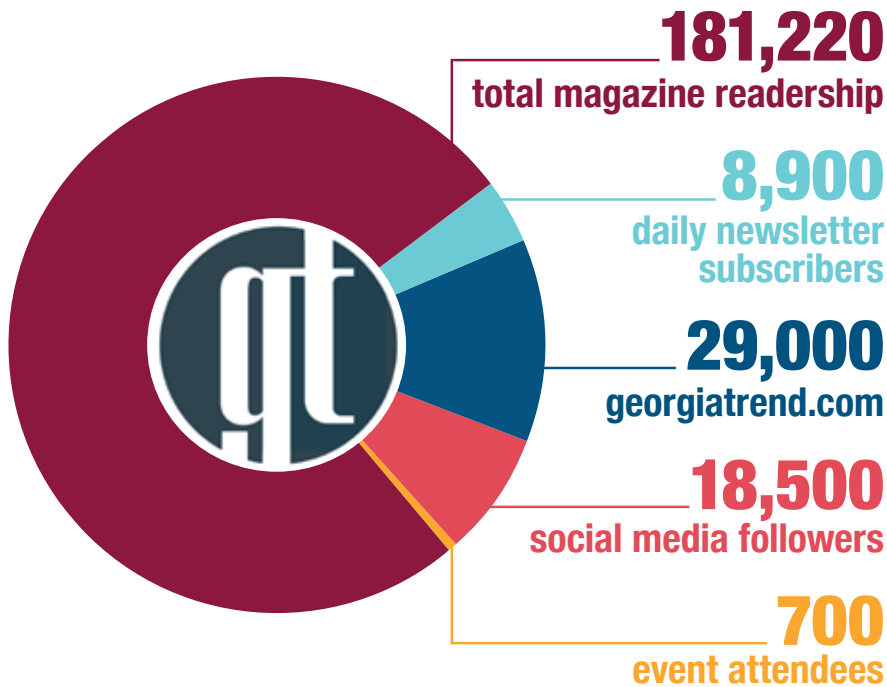


2024 Marketing Guide

Print & Digital

AUDIENCE

By the Numbers



238,320

TOTAL AUDIENCE

44,200 MONTHLY AUDITED PRINT CIRCULATION,
CVC Audit

Connecting influential leaders from every county, community, city and major metro across the state, Georgia Trend delivers in-depth content, analysis and perspective. With multi-platform media options, and our statewide award-winning editorial coverage and subscriber base, Georgia Trend delivers a most cost-efficient strategy to:

- Build and strengthen your brand
- Introduce new products and services
- Increase and broaden awareness
- Engage through print, digital, social, content and sponsorship options

\$279,000
average household income

80%
senior-level management

74%
discussed an item
seen in an issue

86%
college graduates

66%
spend 30 minutes or more
reading each issue

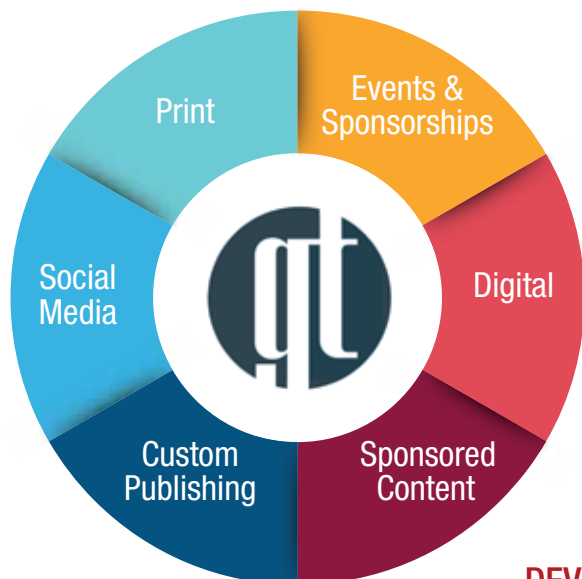
79%
younger than 59 years of age

AUDITED CIRCULATION ENSURES YOU REACH ENGAGED READERS

Georgia Trend is audited by CVC – Circulation Verification Council. We ensure that your message is delivered to a qualified and controlled audience. There is no guesswork here when you invest in reaching our subscribers.

CONNECTIONS

BEST STATEWIDE COVERAGE ON ALL OUR MEDIA PLATFORMS



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

GEORGIA TREND COVERS THE SPECTRUM OF BUSINESS, INDUSTRY, EDUCATION, HEALTHCARE, POLITICS, ECONOMIC DEVELOPMENT, TOURISM, AGRICULTURE, THE ARTS, AND MORE.

EVENT SPONSORSHIPS

Georgian of the Year - 100 Most Influential Georgians

Recognizing the state's top leadership

JANUARY 2024

40 Under 40

Recognizing the Best and Brightest future leadership around the state

OCTOBER 2024



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

770.558.8701



January

RESERVE BY NOVEMBER 23
MATERIALS BY NOVEMBER 30

- Georgian of the Year
- 100 Most Influential Georgians
- Georgia Trend Hall of Fame
- Energy
- Hollywood South/Film Industry

Our State

- Cobb County
- Hancock County



February

RESERVE BY DECEMBER 21
MATERIALS BY DECEMBER 28

- Legislative Guide
- Healthcare – Heart Health
- Georgia Trustees 2023
- Georgia Municipal Association – Visionary Cities
- DeKalb & Gwinnett CIDs

Our State

- Bainbridge-Decatur County
- Franklin County



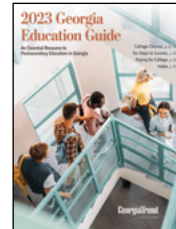
March

RESERVE BY JANUARY 25
MATERIALS BY JANUARY 30

- Women Leaders
- Real Estate: Office to Residential
- Technology – AI & Cybersecurity
- CIDs – North Fulton
- Georgia Education Guide (sponsored content)
- Coastal Tourism

Our State

- Macon-Bibb County
- South Metro Atlanta
- Douglas-Coffee County



April

RESERVE BY FEBRUARY 22
MATERIALS BY FEBRUARY 28

- Economic Yearbook
- Technical Colleges
- Manufacturing: Georgia Made

Our State

- Savannah-Chatham County
- Douglas County
- LaGrange-Troup County



May

RESERVE BY MARCH 22
MATERIALS BY MARCH 29

- Small Business Focus
- Georgia Health Heroes
- MBA Programs
- Automotive Industry

Our State

- Perimeter Area
- Coweta County
- Clayton County



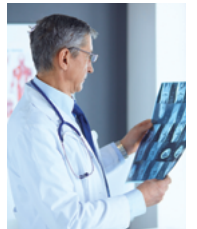
June

RESERVE BY APRIL 24
MATERIALS BY APRIL 29

- Most Respected Leader
- ACCG – Counties of Excellence
- Healthcare – Cancer Treatment
- Agritourism – Food & Wine Trails

Our State

- Columbus
- Brunswick-Golden Isles



Business Georgia

RESERVE BY AUGUST 30
PUBLISHING FALL 2024

- Georgia's Economic Development Publication

Annual Publications

Georgia 500

RESERVE BY AUGUST 15
PUBLISHING FALL 2024

- Annual guide to the state's most influential leaders



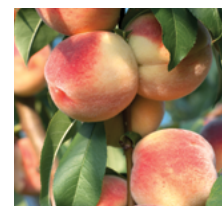
July

RESERVE BY MAY 24
MATERIALS BY MAY 31

- Agribusiness
- Ga CVBs Travel Blazers Awards
- South Metro CIDs
- Banking
- Georgia's Music Industry

Our State

- Carroll County



August

RESERVE BY JUNE 21
MATERIALS BY JUNE 28

- Main Street Cities
- Healthcare: Mental Health
- Business of Sports
- Global Trade
- Destinations – Executive Travel and Meetings

Our State

- Augusta-Richmond County
- Albany-Dougherty County



September

RESERVE BY JULY 24
MATERIALS BY JULY 31

- College and University Directory
- Sustainability Focus
- Real Estate: Housing Trends
- Hartsfield-Jackson Atlanta International Airport
- Cobb CIDs

Our State

- Gwinnett County
- Henry County



October

RESERVE BY AUGUST 23
MATERIALS BY AUGUST 30

- 40 Under 40
- Aerospace
- Georgia Workforce Needs
- Fast 40 Companies

Our State

- Gainesville-Hall County
- North Fulton County
- Athens-Clarke County



November

RESERVE BY SEPTEMBER 23
MATERIALS BY SEPTEMBER 30

- Transportation
- Education K-12
- UGA Public Service & Outreach
- Georgia Ports

Our State

- Thomasville
- Dalton-Whitfield County



December

RESERVE BY OCTOBER 25
MATERIALS BY OCTOBER 31

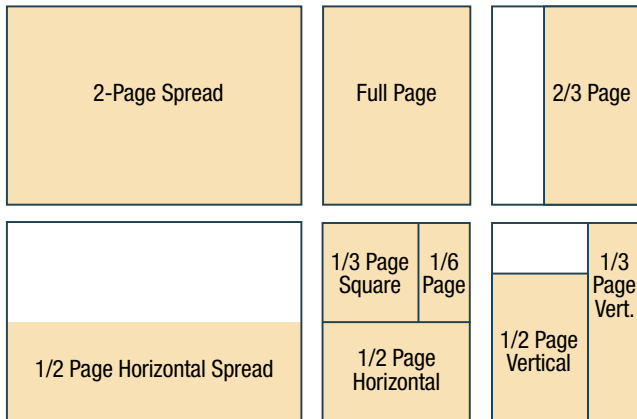
- The Legal Elite
- Hospital Feature
- Healthcare – Georgia's Top Hospitals
- Research at Georgia's Universities/Georgia Bio

Our State

- Southwest Georgia
- South Fulton



ADVERTISING SPECS



AD SIZES (all measurements are in inches):

Ad Unit	Width	Depth
2-page spread	16.5	11.0625
will be trimmed to	16.25	10.8125
1/2 page horizontal spread	16.5	5.75
will be trimmed to	16.25	5.5
Full page – bleed (includes .125" non-printing bleed area)	8.375	11.0625
will be trimmed to live area	8.125	10.8125
	7.375	10.0625
2/3 page – standard	4.5625	10
2/3 page – bleed	5.5	11.0625
will be trimmed to	5.25	10.8125
1/2 page vertical	4.5625	7.4375
1/2 page horizontal	7.125	4.965
1/2 page horiz. – bleed	8.375	5.84
will be trimmed to	8.125	5.715
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

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 trimmed 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
- 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

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."



GeorgiaTrend.com

2024 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%.

Advertising Rates are NET

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: \$4,500
4 pages,
rate per page: \$3,500



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



SHINE THE SPOTLIGHT ON YOUR CITY AND COMMUNITY!

RENAISSANCE RISING

OUR STATE

Regional Powerhouse
Manufacturing, healthcare and education

OUR STATE area spotlights paint the big picture and create a wonderful marketing tool to attract new businesses, new residents and tourists to your region. From small local businesses to large industries, education to recreation, healthcare to arts and entertainment, Georgia Trend shares your story with its readers across the state. Our State features are written by the Georgia Trend editorial staff.

DIGITAL COVERAGE ON:

www.georgiatrend.com

Georgia Trend Daily

Social Media:



We are planning for 2024 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

SPONSORED PRINT CONTENT - TELL YOUR OWN STORY

In your own words, you can bring your message to our readers. Whether it's a CEO Q&A, Anniversary Celebration or other major news, this is your forum. Print advertising rates apply to sponsored print content.

THERE'S NO SUCH THING AS AN OVERNIGHT SUCCESS

ABLE KIDS

VINEA CAPITAL

Perimeter Community Improvement Districts
Staying Ahead With Infrastructure Improvements

Breaking ground in 2022

Project	Cost	Start	End
Perimeter 2021	\$9.25M	6/7	3/1M
Perimeter 2022	2.4M	2/7M	3/2M
Perimeter 2023	2.7M	3/2M	10

HunterMaclean
LEGAL SPOTLIGHT

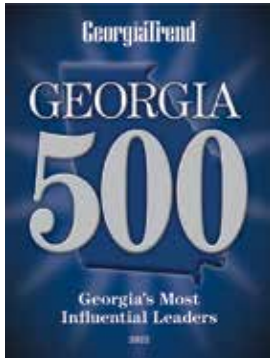
On March 1, 2023, following a five-week trial, a Glynn County jury returned a landmark opioid lawsuit verdict in a HunterMaclean lawsuit.

HunterMaclean
ATTORNEYS

For more information, contact Amanda Patterson, 770.558.8701 or patterson@georgiatrend.com

ANNUAL PUBLICATIONS

Georgia 500



ANNUAL GUIDE TO THE STATE'S MOST INFLUENTIAL LEADERS

Published in November 2024, Georgia 500 delivers readers an informative, engaging look at Georgia's most powerful leaders across major industries and organizations. Selections are based upon extensive research, business nominees and hundreds of interviews, resulting in a selective guide to the Georgians who impact our state.

PLUS Georgia 500 will be posted on the Georgia Trend website.

The Georgia 500 publication will be mailed with our November 2024 issue of Georgia Trend and posted in digital format on our website.

44,200 GEORGIA TREND SUBSCRIBERS
+ 7,350 DIGITAL SUBSCRIBERS

Posted on Georgia Trend sites and social media platforms all year.

ADVERTISING RATES:

Two-page Spread	\$15,000
Full Page	8,500
1/2 Page H	6,000

Space Reservations: August 15, 2024

Ask us about premium positions.

Business Georgia



ANNUAL ECONOMIC DEVELOPMENT PUBLICATION

Published in October 2024, 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.

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	\$9,960	\$ 7,563
Full Page	5,753	4,400
2/3 Page	4,572	3,232
1/2 Page	3,554	2,295
1/3 Page	3,099	1,740
1/6 Page	2,358	1,014

Space Reservations: August 31, 2024

Save 10% on the rates if you reserve by June 3.

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

DIGITAL OPPORTUNITIES

Sponsored Content Package

1-month campaign \$2,500
Each additional month \$2,000*

- One 400 to 500-word article supplied by client with up to 4 photos. It will publish on your own dedicated page on GeorgiaTrend.com
- 4-week placement on Georgia Trend's home page, under Features, and noted as Sponsored.
- One push on Georgia Trend Daily e-newsletter.
- One Facebook post
- \$250 charge for assistance with article content.
- One round of edits included.

* Needs to be the same article from first month.



Perspectives

THE PERSPECTIVES VIDEO PACKAGE INCLUDES:

- One 15-minute video edited to 8 minutes and divided into four 2-minute videos.
- Placement on your own GeorgiaTrend.com dedicated video page.
- 4-week placement on Georgia Trend's home page, under Features and noted as Sponsored.
- One social post on Georgia Trend's Facebook, X, LinkedIn and Instagram pages for each 2-minute video segment.
- At the conclusion of the 1-month campaign, clients will have full rights to the videos produced.
- Placement on Georgia Trend Daily, once a week for four weeks.

1-month campaign package \$7,500

Package includes one round of video edits.

Each additional round of edits will be billed at \$150 per hour.

Leaders from around the state have the opportunity to express their views, company initiatives and community engagement in a video package produced by Georgia Trend Magazine.



Contact Carolyn Gardiner at **770.558.8703** or carolyn@georgiatrend.com for details on these digital opportunities.

DIGITAL OPPORTUNITIES

Georgia Trend Daily

195,000+ DIRECT EMAILS EACH MONTH
8,900 OPT-IN SUBSCRIBERS
42% AVERAGE OPEN RATE
(20% higher than the industry average)

	Size	3 Months	6 Months
Banner + Three Press Releases	640 x 79	\$1,800/mo	\$1,495/mo
Box Ad + Two Press Releases	213 x 177	\$900/mo	\$740/mo



GeorgiaTrend.com

48,000 AVERAGE MONTHLY IMPRESSIONS

	Size	3 Months	6 Months
Leaderboard*	728 x 90	\$1200/mo	\$1100/mo
Island	300 x 250	\$990/mo	\$880/mo

* In addition to the 728 x 90, please provide a 300 x 50 or 320 x 50 size so it will appear on all mobile devices.

FILE TYPES

JPG, GIF, PNG 60K or less



Social Media (Facebook, X, Instagram, LinkedIn)

33,000 MONTHLY IMPRESSIONS

- Facebook, 3 posts per month
- Instagram, 1 post per month
- X, 3 posts per month
- LinkedIn, 1 post per month

3 Month Package \$825/mo
6 Month Package \$720/mo



GeorgiaTrend.com

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Print • Digital • Social Media • Custom Publishing • Sponsored Content • Event Sponsorships

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