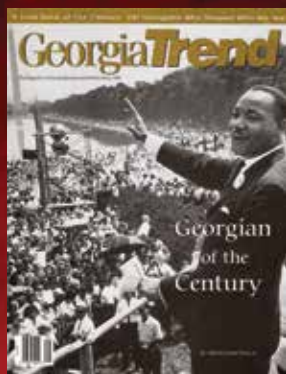
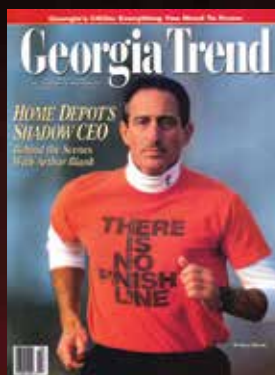
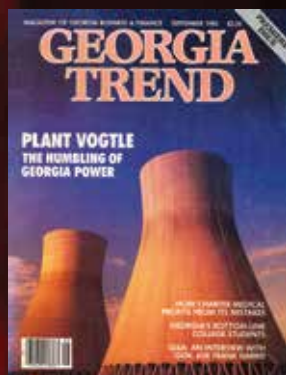


# CELEBRATING 40 YEARS

# GeorgiaTrend

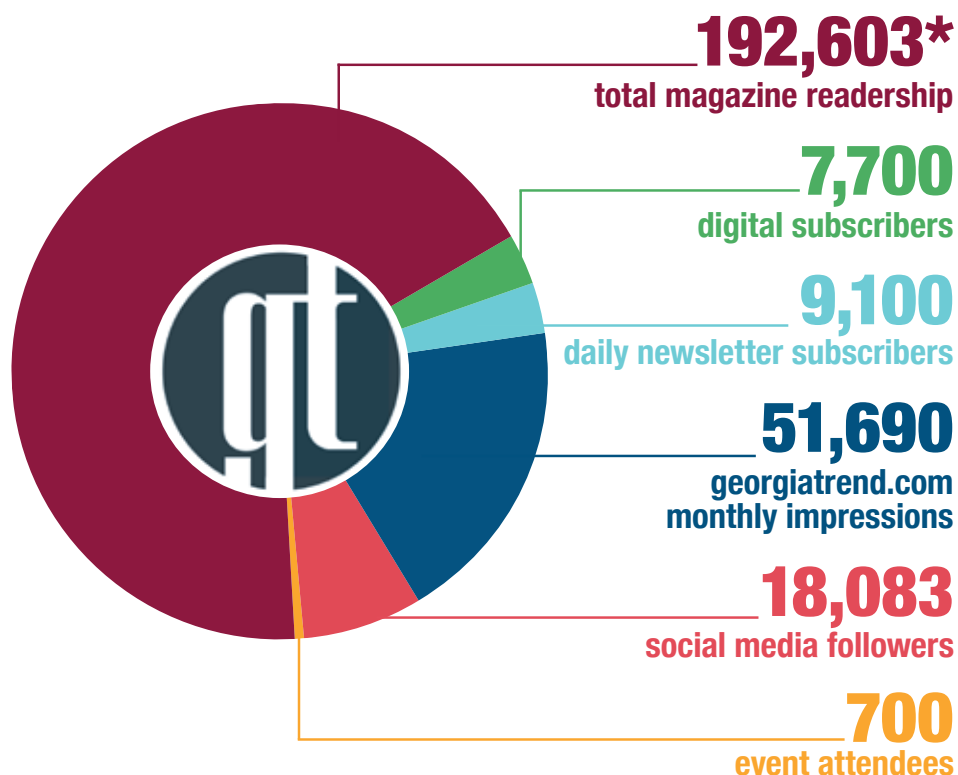
## 2025 MARKETING GUIDE



## PRINT & DIGITAL

# AUDIENCE

## By the Numbers



279,876  
TOTAL AUDIENCE

**\*45,858 x 4.2 readers per copy = 192,603**

**\$291,000**  
average household  
income

**80%**  
senior-level management

**74%**  
discussed an item  
seen in an issue

**84%**  
college graduates

**64%**  
spend 30 minutes or  
more reading each issue

**78%**  
younger than 59 years  
of age

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

### 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.



GeorgiaTrend.com

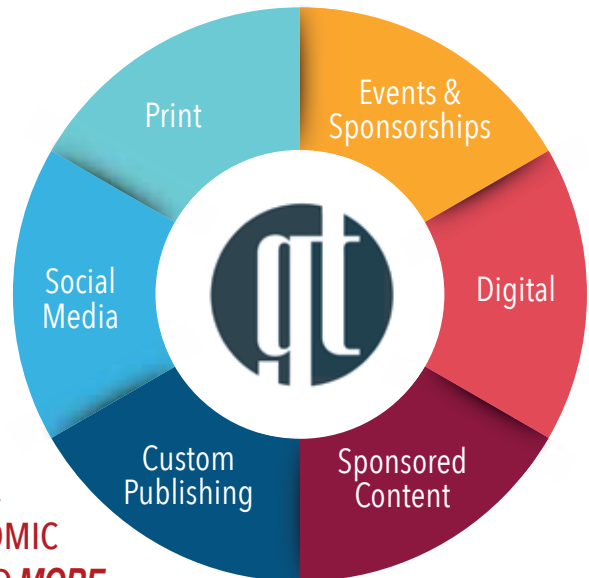
# CONNECTIONS

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 Association of Educational Leaders
- 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 2025

### 40 Under 40

Recognizing the Best and Brightest future leadership around the state

OCTOBER 2025



#### 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](mailto:patterson@georgiatrend.com)

770.558.8701





# 2025 CALENDAR

## January

**RESERVE BY NOVEMBER 25  
MATERIALS BY NOVEMBER 29**

- Georgian of the Year
- 100 Most Influential Georgians
- Georgia Trend Hall of Fame
- Energy

### Our State

- Cobb County
- Madison-Morgan County
- Fayette County



## February

**RESERVE BY DECEMBER 20  
MATERIALS BY DECEMBER 30**

- Legislative Guide
- Georgia Trustees 2025
- Georgia Municipal Association – Visionary Cities
- Healthcare – Heart Health
- University Report – Augusta University

### Our State

- Cherokee County
- Valdosta



## March

**RESERVE BY JANUARY 24  
MATERIALS BY JANUARY 30**

- Women Leaders
- Technology – FinTech
- CIDs – North Fulton
- Georgia Education Guide (sponsored content)
- Coastal Tourism

### Our State

- Macon-Bibb County
- South Metro Atlanta



## Business Georgia

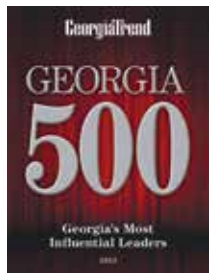
**RESERVE BY AUGUST 29  
PUBLISHING FALL 2025**

- Georgia's Economic Development Publication

## Georgia 500

**RESERVE BY AUGUST 15  
PUBLISHING FALL 2025**

- Annual guide to the state's most influential leaders



## July

**RESERVE BY MAY 23  
MATERIALS BY MAY 30**

- Agribusiness
- Ga CVBs Travel Blazers Awards
- Wealth Management
- South Metro CIDs
- Atlanta Beltline

### Our State

- Americus-Sumter County



## August

**RESERVE BY JUNE 23  
MATERIALS BY JUNE 30**

- Main Street Cities
- Healthcare: Stroke
- Business of Sports – Soccer
- Global Trade
- Destinations (sponsored content)

### Our State

- Augusta-Richmond County
- Albany-Dougherty County



## September

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

- **40th Anniversary Issue**
- College & University Directory
- Latino Community – Q&A
- Hartsfield-Jackson Atlanta Int'l Airport
- Cobb CIDs

### Our State

- Gwinnett County
- Darien-McIntosh County



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## April

**RESERVE BY FEBRUARY 24  
MATERIALS BY FEBRUARY 28**

- Economic Yearbook
- Technical Colleges
- Manufacturing: Georgia Made
- Logistics

### Our State

- Savannah-Chatham County
- Paulding County



## May

**RESERVE BY MARCH 24  
MATERIALS BY MARCH 31**

- Small Business Focus
- MBA Programs
- Best Places to Work

### Our State

- Perimeter Area
- Forsyth County
- Murray County



## June

**RESERVE BY APRIL 24  
MATERIALS BY APRIL 29**

- Most Respected Leader
- ACCG – Counties of Excellence
- Healthcare – Cancer Treatment
- Affordable Housing
- Film Industry

### Our State

- Columbus
- Brunswick-Golden Isles



## SHINE THE SPOTLIGHT ON YOUR CITY AND COMMUNITY!

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.

**IS THIS YOUR COMMUNITY'S YEAR TO BE IN THE SPOTLIGHT?**

Contact Amanda Patterson at [patterson@georgiatrend.com](mailto:patterson@georgiatrend.com) 770.558.8701

## October

**RESERVE BY AUGUST 22  
MATERIALS BY AUGUST 29**

- 40 Under 40
- Georgia Workforce Needs
- Cybersecurity
- Cancer Awareness (sponsored content)

### Our State

- Gainesville-Hall County
- North Fulton



## November

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

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

### Our State

- Downtown Atlanta
- Dalton-Whitfield County
- DeKalb County



## December

**RESERVE BY OCTOBER 24  
MATERIALS BY OCTOBER 31**

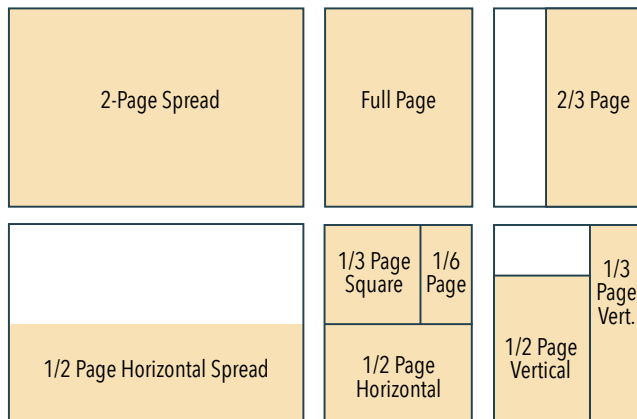
- The Legal Elite
- Hospital Feature
- Healthcare – Georgia's Top Hospitals
- Research at Georgia's Universities/Georgia Bio

### Our State

- Southwest Georgia
- Newton County



# 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	8.125	10.8125
live area	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	5.965
will be trimmed to	8.125	5.84
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](mailto:heidi@pixelperfectdesign.net)

**OVER 10 MB:** [www.dropbox.com](http://www.dropbox.com) or [www.hightail.com](http://www.hightail.com)

Please send download information to [heidi@pixelperfectdesign.net](mailto:heidi@pixelperfectdesign.net)

## Any Questions

**CONTACT:** Amanda Patterson, Advertising Director, 770.558.8701 or [patterson@georgiatrend.com](mailto:patterson@georgiatrend.com)



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."

# 2025 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

## PREPRINTED INSERTS

2 pages,

rate per page: \$4,500

4 pages,

rate per page: \$3,500



# GeorgiaTrend

770.558.8701



# CUSTOM CONTENT

## We Understand the Power of Story Telling

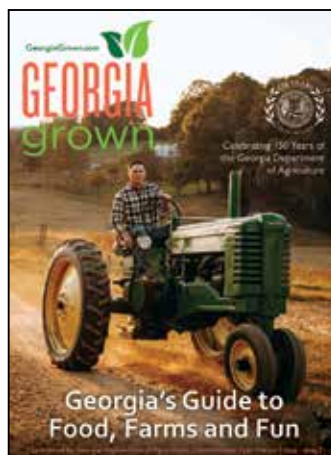
### SPONSORED CONTENT

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 to tell your story or present your advocacy position to the decision-makers. Multi-page rates available. Print advertising rates apply to sponsored print content.



## Custom Publishing

Our experienced team can partner with you to create custom content with distribution to your customers and/or to Georgia Trend subscribers. You can elevate your company's narrative and enhance brand recognition through your own publication.



### WE ARE THE PERFECT PUBLISHING PARTNER FOR:

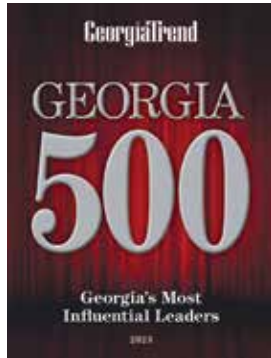
- Law firms
- Chambers of commerce
- Real estate firms
- Utilities
- Healthcare and hospitals
- Higher education
- Industry Organizations
- Non profits

For more information, contact Amanda Patterson, 770.558.8701 or [patterson@georgiatrend.com](mailto:patterson@georgiatrend.com)



# ANNUAL PUBLICATIONS

## Georgia 500



### ANNUAL GUIDE TO THE STATE'S MOST INFLUENTIAL LEADERS

Published in November 2025, 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 2025 issue of Georgia Trend and posted in digital format on our website.

**45,858 GEORGIA TREND SUBSCRIBERS  
+ 7,700 DIGITAL SUBSCRIBERS**

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

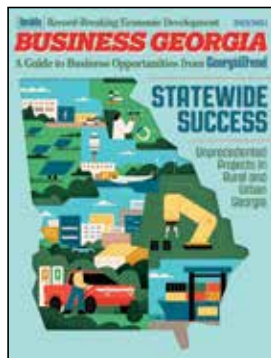
### ADVERTISING RATES:

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

Space Reservations: August 15, 2025

*Ask us about premium positions.*

## Business Georgia



### ANNUAL ECONOMIC DEVELOPMENT PUBLICATION

Published in October 2025, 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.

### 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**

### 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 29, 2025

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

770.558.8701



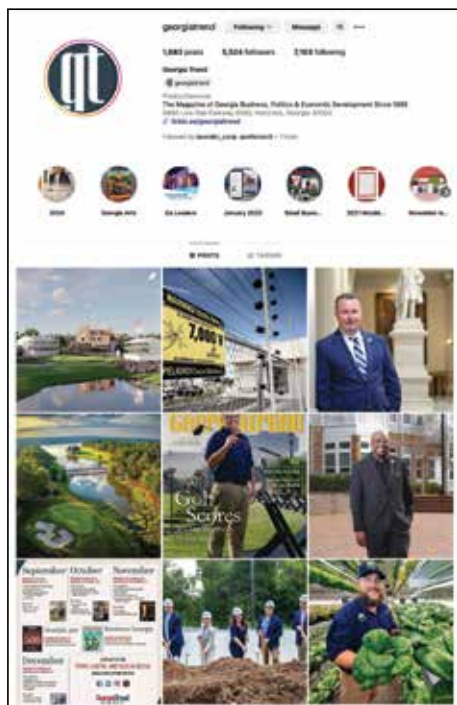
# DIGITAL OPPORTUNITIES

## 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.



## Social Media (Facebook, X, Instagram, LinkedIn)

35,135 MONTHLY IMPRESSIONS

-  Facebook, 2 posts per month
-  X, 3 posts per month
-  Instagram, 1 post per month
-  LinkedIn, 2 posts per month

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



GeorgiaTrend.com

# DIGITAL OPPORTUNITIES

## Georgia Trend Daily

199,000+ DIRECT EMAILS EACH MONTH

9,100 OPT-IN SUBSCRIBERS

42% AVERAGE OPEN RATE

(well above the industry average)



	Size	3 Months	6 Months
Banner +			
Two Press Releases	640 x 79	\$1,800/mo	\$1,495/mo
Box Ad +			
One Press Release	213 x 177	\$900/mo	\$740/mo
72 PPI PNG, JPG or GIF			

## GeorgiaTrend.com

51,690 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



Contact Carolyn Gardiner at **770.558.8703** or [carolyn@georgiatrend.com](mailto:carolyn@georgiatrend.com) for details on these digital opportunities.


770.558.8701





**GeorgiaTrend.com**

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



Print  
Digital  
Social Media  
Custom Publishing  
Sponsored Content  
Event Sponsorships

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