

January

RESERVE BY NOVEMBER 23  
MATERIALS BY NOVEMBER 30

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

Our State

- Cobb County
- Thomasville-Thomas County



February

RESERVE BY DECEMBER 21  
MATERIALS BY DECEMBER 28

- Legislative Guide
- Healthcare – Heart Health
- Georgia Trustees 2027
- Georgia Municipal Association – Visionary Cities

Our State

- Cherokee County
- Valdosta-Lowndes County



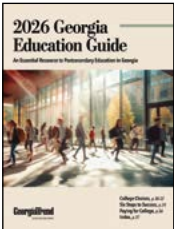
March

RESERVE BY JANUARY 25  
MATERIALS BY JANUARY 30

- Woman Leaders
- Aerospace
- Tourism
- CIDs – North Fulton
- Georgia Education Guide (sponsored content)

Our State

- Macon-Bibb County
- South Metro Atlanta



April

RESERVE BY FEBRUARY 22  
MATERIALS BY FEBRUARY 28

- Economic Yearbook
- Logistics
- Technical Colleges

Our State

- Savannah-Chatham County
- Forsyth County
- LaGrange-Troup County



May

RESERVE BY MARCH 23  
MATERIALS BY MARCH 30

- Small Business Focus
- Health Focus - Nursing
- MBA Programs

Our State

- Perimeter Area
- Forsyth-Monroe County
- Newton County



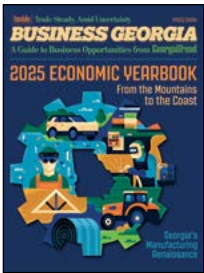
June

RESERVE BY APRIL 24  
MATERIALS BY APRIL 28

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

Our State

- Columbus
- Brunswick-Golden Isles



Business Georgia

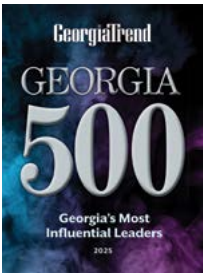
RESERVE BY AUGUST 31  
PUBLISHING FALL 2027

- Georgia's Economic Development Publication

Georgia 500

RESERVE BY AUGUST 21  
PUBLISHING FALL 2027

- Annual guide to the state's most influential leaders



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

July

RESERVE BY MAY 23  
MATERIALS BY MAY 29

- Agribusiness
- Ga CVBs Travel Blazers Awards
- South Metro CIDs

Our State

- Barrow County
- Clayton County



August

RESERVE BY JUNE 22  
MATERIALS BY JUNE 29

- Main Street Cities
- Global Trade
- Destinations – Executive Travel & Meetings

Our State

- Augusta-Richmond County
- Albany-Dougherty County



September

RESERVE BY JULY 24  
MATERIALS BY JULY 31

- College & University Directory
- Education: Literacy Coaches
- Hartsfield-Jackson Atlanta Int'l Airport
- Cobb CIDs

Our State

- Gwinnett County
- Rome-Floyd County



October

RESERVE BY AUGUST 24  
MATERIALS BY AUGUST 31

- 40 Under 40
- GMA Mayors Roundtable
- Georgia Workforce Needs

Our State

- Gainesville-Hall County
- North Fulton



November

RESERVE BY SEPTEMBER 22  
MATERIALS BY SEPTEMBER 29

- Transportation
- Georgia Ports

Our State

- DeKalb County
- Dalton-Whitfield County



December

RESERVE BY OCTOBER 26  
MATERIALS BY OCTOBER 30

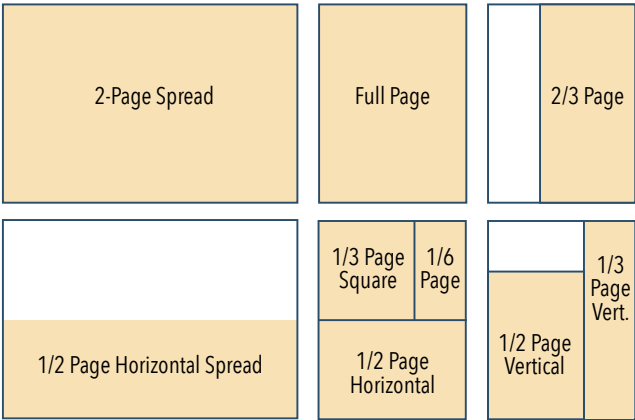
- The Legal Elite
- Hospital Feature
- Healthcare-Georgia's Top Hospitals
- UGA Public Service & Outreach
- Research at Georgia's Universities/Georgia Bio

Our State

- Southwest Georgia



# 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  | 5.965   |
| 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)

**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."

# 2027 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

