

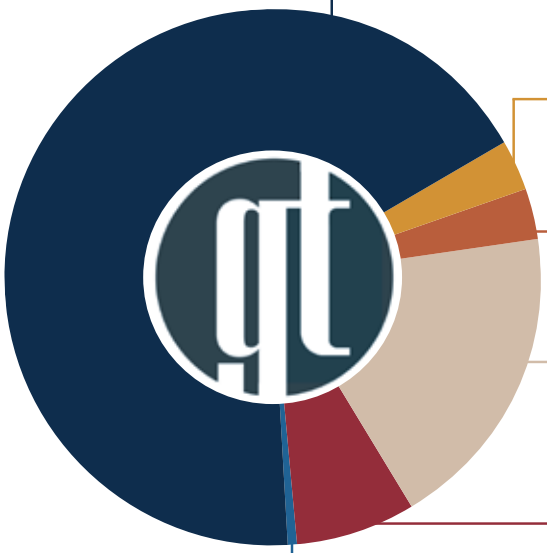
GeorgiaTrend

PRINT & DIGITAL

2027 MARKETING GUIDE

AUDIENCE

By the Numbers



182,226* total magazine readership

7,300 digital subscribers

9,750 daily newsletter subscribers

49,800 georgiatrend.com monthly impressions

22,260 social media followers

700 event attendees

272,036

TOTAL AUDIENCE

$302,450 average household income

87% senior-level management

77% discussed an item seen in an issue

85% college graduates

71% spend 30 minutes or more reading each issue

52 average age of readers

***43,396** x 4.2 readers per copy = **182,226**

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.

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 2027

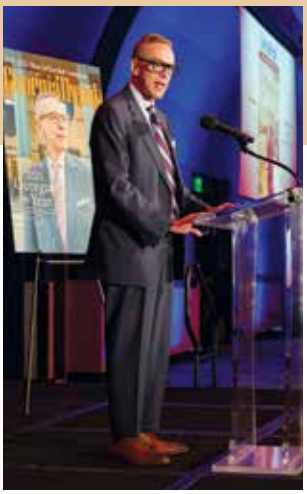




40 Under 40

Recognizing the Best and Brightest future leadership around the state

OCTOBER 2027



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: $7,000

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: $4,500

SILVER SPONSOR:

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

Sponsorship Rate: $2,500

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

770.558.8701

2027 CALENDAR

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

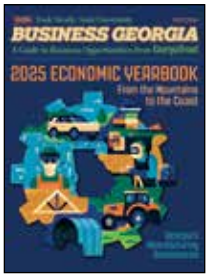
RESERVE BY JANUARY 25
MATERIALS BY JANUARY 30

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

Our State

- Macon-Bibb County
- South Metro Atlanta





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



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



2027 CALENDAR

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





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 770.558.8701

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

40 UNDER FORTY 2026

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

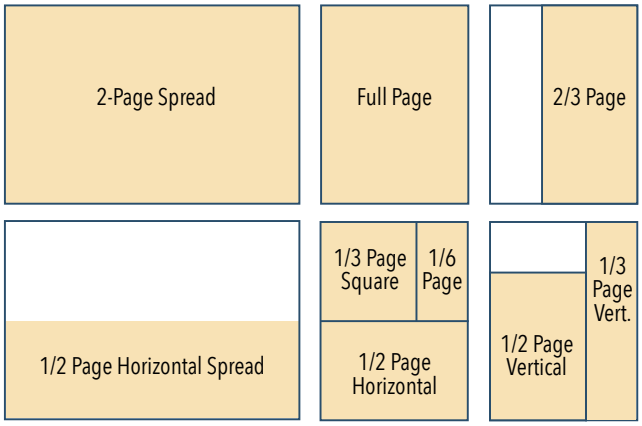
- The Legal Elite
- Hospital Feature
- Healthcare–Georgia's Top Hospitals
- UGA Public Service & Outreach
- Research at Georgia's Universities/ Georgia Bio

Our State

- Southwest Georgia



ADVERTISING SPECS



AD SIZES (all measurements are in inches):

Ad Unit	Width	Depth
2-page spread 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 – bleed (includes .125" non-printing bleed area) will be trimmed to live area	8.375 8.125 7.375	11.0625 10.8125 10.0625
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	7.125	4.965
1/2 page horiz. – bleed will be trimmed to	8.375 8.125	5.965 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
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."

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



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.



EVOLVING LANDSCAPES:

Driving Economic Success Through Higher Education

A message from Dr. Georj L. Lewis, President Clayton State University



Georgia®

Support Wherever Your Business Needs Us



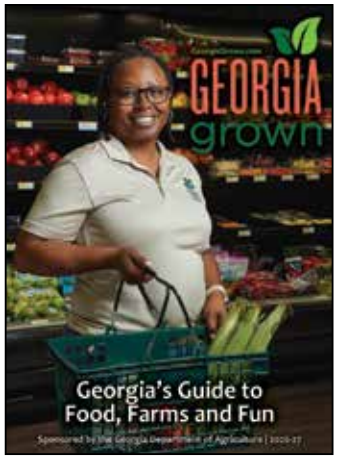
LEGAL SPOTLIGHT

The Fine Print on AI: What Every Healthcare Buyer and Seller Needs to Know Right Now

HunterMaclean ATTORNEYS

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
- Nonprofits

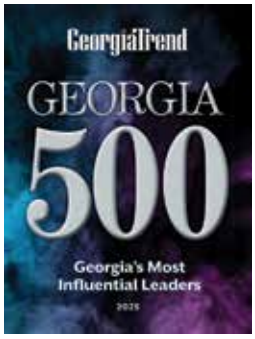
For more information, contact Amanda Patterson, 770.558.8701 or patterson@georgiatrend.com

Georgia 500

ANNUAL GUIDE TO THE STATE'S MOST INFLUENTIAL LEADERS

Published in November 2027, Georgia 500 delivers readers an informative, engaging look at Georgia's most powerful non-elected 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.





ADVERTISING RATES:

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

Space Reservations: August 21, 2027

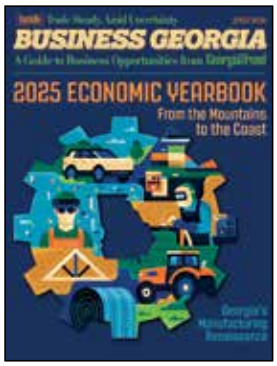
Ask us about premium positions.

The Georgia 500 publication will be mailed with our November 2027 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.

Business Georgia



ANNUAL ECONOMIC DEVELOPMENT PUBLICATION

Published in October 2027, 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 31, 2027

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

DIGITAL OPPORTUNITIES

Sponsored Content Package

1-month campaign	$2,700
Each additional month	$2,250*

- 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, LinkedIn and Instagram 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)

88,723 MONTHLY IMPRESSIONS

- Facebook, 2 posts per month
- Instagram, 2 post per month
- LinkedIn, 2 posts per month

3 Month Package	$900/mo
6 Month Package	$720/mo

DIGITAL OPPORTUNITIES



Georgia Trend Daily

207,180+ DIRECT EMAILS EACH MONTH
9,750 OPT-IN SUBSCRIBERS
45% 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

49,800 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 for details on these digital opportunities.

GeorgiaTrend

GeorgiaTrend.com

Print
Digital
Social Media
Custom Publishing
Sponsored Content
Event Sponsorships

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

Amanda Patterson	Carolyn Gardiner	Shannon Baker	Susana Hills
770.558.8701	770.558.8703	706.254.7277	678.940.4101
patterson@georgiatrend.com	carolyn@georgiatrend.com	shannon@georgiatrend.com	susana.hills@georgiatrend.com