



ATLANTA SHOWGUIDE

IS GREATER ATLANTA'S PERFORMING ARTS MAGAZINE, IN PRINT & ONLINE!

Atlanta ShowGuide is the city's premier performing arts publication, reaching a highly educated and sophisticated audience of over 85,000 arts patrons. Our readers rely on *Atlanta ShowGuide* to help them determine which performances and exhibits to support and to give them in-depth coverage of the city's vibrant arts scene. Your message is delivered directly to this sought-after audience through distribution at more than 32 theaters, museums, cultural institutions and visitor information centers, as well as online at www.AtlantaShowGuide.com. Join our cast of advertisers and let us shine a spotlight on your company's products and services. Our advertising rates remain highly competitive, and our staff of talented graphic designers can assist in the creation of an effective ad, if needed. The curtain is going up on our 14th season of publication and we invite you to enjoy a starring role in the excitement, the magic and the success that is *Atlanta ShowGuide*.

Available online at www.atlantashowguide.com with free online ad and weblinks for all advertisers.

ATLANTA SHOWGUIDE DISTRIBUTION

- | | |
|---------------------------------------|--------------------------------------|
| 7 Stages | Conant Performing Arts Center |
| 14th St Playhouse | Legacy Theater /Tyrone |
| Actor's Express | Atlanta Shakespeare Tavern |
| Alliance Theater | The Strand Theater/ Marietta |
| Atlantix | Theatrical Outfit |
| Half Price Tickets | Woodruff Arts Center |
| Atlanta Planit | Whole World Theater |
| Cobb Energy Center | Schwartz Center/ Emory |
| Fox Theater | Southwest Performing Arts Center |
| Ferst Center | Atlanta Convention & Visitors Bureau |
| Gwinnett Convention & Visitors Bureau | Georgia Shakespeare Festival |
| High Museum | Serenbe Playhouse/ Palmetto |
| Horizon Theater | Onstage Atlanta |
| Judie Jacobs Gallery | TULA Gallery |
| Rialto Theater | |
| Roswell Cultural Arts Center | |
| Symphony Hall | |
| Center for Puppetry Arts | |

For info on our Seasonal Distribution Venues, which are not listed above, please contact us at 770-559-1591 or sales@atlantashowguide.com



ATLANTA SHOWGUIDE READERS ARE:

Highly Educated ■ Affluent ■ Decision Makers
Active Lifestyle ■ Business Owners, Managers or Officers ■ Civic Minded

Demographics

Female	60%	25-60 years old	Median age 45
Male.....	40%	Over 65 years old	10%
Household Income \$100,000+.....	56%	Married/Partnered.....	73%
Average household income	\$165,000	Widowed/Single.....	27%
African American, Latin, Asian	38%	Homeowner.....	98%
College Graduate.....	86%	Live outside the Perimeter.....	57%
Post Graduate.....	48%	Have investment Portfolio	86%
Professional/Managerial.....	61%	Bought or leased a car last year.....	77%
Under 25 years old	9%	Dine out before/after show.....	62%



Impressions

"With its focused content and many distribution locations, Atlanta ShowGuide allows us to reach engaged arts consumers throughout the metro area. As an advertiser, the ability to target that demographic is critically important when making decisions on a tight budget."

— **Marci Tate, Marketing Director, Georgia Shakespeare Festival**

"Atlanta ShowGuide is an essential publication that represents not only the arts, but the culture in Atlanta. From the Gas South Broadway Series to Motherhood The Musical, we have used this publication to market a wide variety of plays and musicals to art fans throughout the city of Atlanta."

— **Zufiya Edwards, Senior Media Planner/Buyer, Marketing inspirations**

"We love being a part of the Atlanta Show Guide. We believe that this is a great (and free!) arts-catch-all publication. The distribution is wide and reaches the kind of audience we want to bring in to our theater. The folks working at ASG are all fun and give amazing rates, which is important to those of us with small marketing budgets."

— **Jeanette Meierhofer, Atlanta Shakespeare Company, Marketing Manager**

"The ShowGuide is a great way to reach the art patrons of Atlanta and their team couldn't be a more enjoyable group to work with"

— **Jennifer N. Dwyer, Director of Marketing & PR, Kenny Leon's True Colors Theatre Company**

"ShowGuide is a valued media partner of the National Black Arts Festival. We have advertised in the ShowGuide for years because it delivers our targets and provides an excellent return on our investment."

— **Darlene Hamilton, Marketing Manager, National Black Arts Festival**

"As a nonprofit arts center, we have to be very strategic in our advertising choices, stretching a finite amount of funds to cover numerous events and activities. The Atlanta ShowGuide allows

us to reach local arts consumers through one great publication, which is distributed at all of the area's premier cultural institutions. Even better, the critical content and fun articles help to unite the Atlanta arts community by providing a great overview of our cultural landscape."

— **Daniel Summers Jr., Marketing Director, Center for Puppetry Arts**

"We have been very pleased with the response we have gotten through our ads in ShowGuide. It enables us to effectively reach an important market segment."

— **Philip Rudisill, General Manager, Frabel Galleries**

"Atlanta ShowGuide is a great compliment to everything arts & theater in Atlanta. We consider them a true partner and would recommend them to any client."

— **Tara Murphy, 360 Media Inc, Entertainment, Lifestyle & Music Public Relations**

"We have always appreciated ShowGuide's ability to bring us customers who appreciate the high quality of our product and services."

— **Steven J. Nuttall, L.D.O., Lugene Opticians**

"Dance Fashions Superstore is a consistent advertiser with ShowGuide because it's the only publication of its kind in Atlanta. It reaches our target market directly, and we have seen the results. We are delighted to be one of their advertisers."

— **Tolbert Yilmaz, Dance Fashions SuperStore Inc.**

ATLANTA SHOWGUIDE PRINT SCHEDULE & SPECS

ISSUE	ISSUE RUNS	DEADLINES
HOLIDAY 12	10/18-12/16	10/08/12
WINTER 12	12/22-2/17	12/10/12
DANCE 13	2/21-4/12	2/11/13
SPRING 13	4/18-6/16	4/08/13
SUMMER 13	6/20-8/18	6/10/13
FALL 13	8/28-10/13	8/12/13
HOLIDAY 13	10/17-12/16	10/07/13
WINTER 13	12/20-2/15	12/09/13

COVERS: We have been very fortunate to have some of the greatest visual artists to grace our covers. Such artistic masters as dance photographers Richard Calmes, Scott Nilson, & Bobbi Jo Brooks, metal sculptor Andrew Crawford, glass sculptor Thom Lillie, mural painter Hale A. Woodruff and photographer Sandy Ellis, have made our first impression a dynamic one. If you have any ideas or suggestions of any Georgia-based visual artists or craftsmen, regardless of the medium or type of art, please let us know.

RETAIL RATES

Full Page	\$1250
Half Page	\$750
Quarter Page	\$450
*Inside Front/Inside Back Cover	\$1500
*Back Cover	\$1750

All retail advertisers receive:

- A weblink from www.atlantashowguide.com to your website
- A weblink to www.atlantaplanit.com

NON-PROFIT RATES

Full Page	\$900
Half Page	\$550
Quarter Page	\$350
*Inside front/inside Back Cover	\$1250
*Back Cover	\$1500

All non-profit advertisers receive:

- 100 word Spotlight with your logo
- A weblink from www.atlantashowguide.com to your website
- A weblink to www.atlantaplanit.com
- Listing in the Performance Guide

Multiple Advertising packages available!

MECHANICAL SPECS (PLEASE FOLLOW BELOW)

Trim Size	5.25 x 8.375
*Full Page, Full Bleed (.125 extra all sides)	5.50 x 8.625
Non-Bleed Full Page/Live Area	4.75 x 7.875
Half Horizontal	4.75 x 3.75
Quarter Vertical (only)	2.25 x 3.75

*Live area of full page ads must fall within 4.75 x 7.875 in order to not trim off important info.

AD LAYOUT CHARGES

Ad design is available. Call for current charges and procedures.

To reserve space or to get more information, contact us at:
sales@atlantashowguide.com or call 770-559-1591.
 To see the current issue, please visit www.AtlantaShowGuide.com