



# REACH THOUSANDS OF ATLANTA'S ART PATRONS IN PRINT & ONLINE!

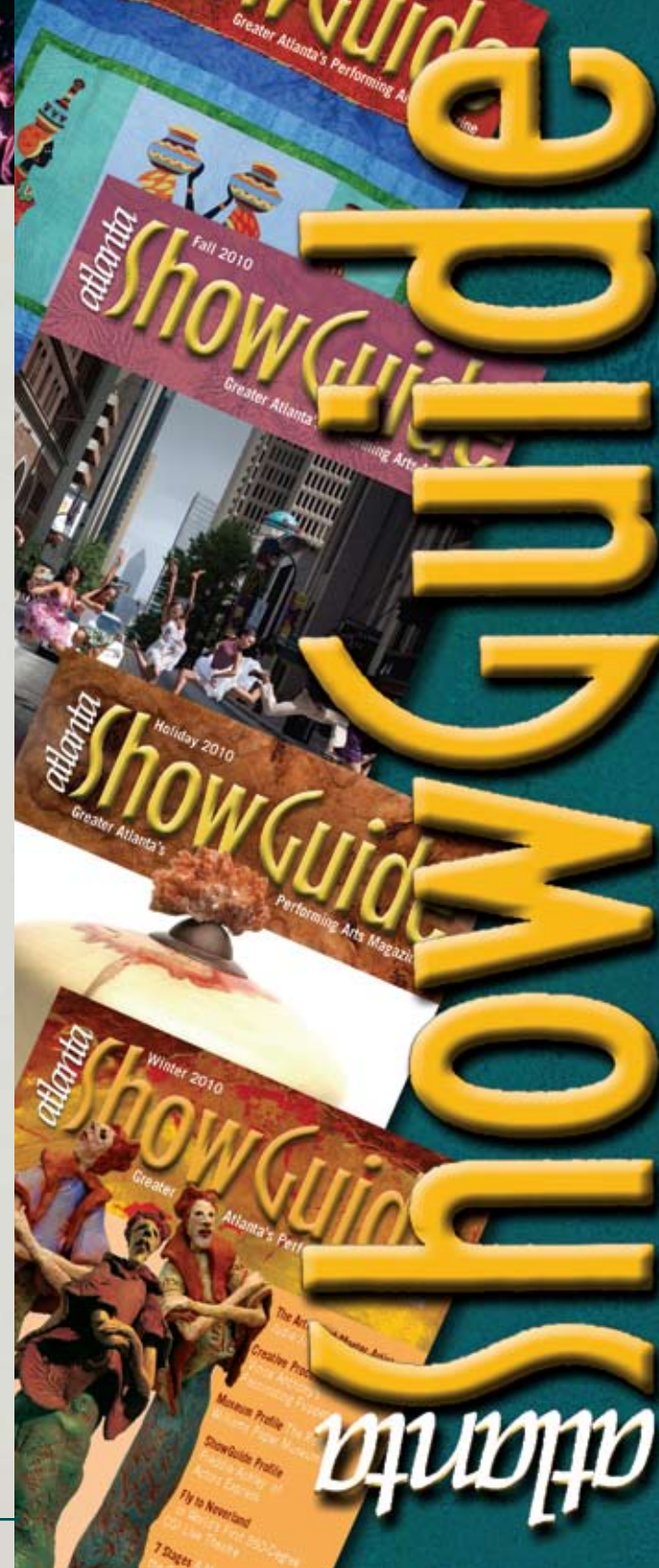
In 2008 Atlantans spent \$3.2 million on tickets on the performing & visual arts. Now you can reach this multi-million dollar market six times annually by advertising in the *Atlanta ShowGuide*. This publication is an extraordinary life line for the arts patrons on when, where, who and what is happening in Atlanta's arts scene. Also *Atlanta ShowGuide* is the most comprehensive arts publication in Atlanta providing listings of the shows/exhibits, venue locations, descriptions, ticket info, feature articles and profiles about regional arts groups and personalities. This info has a long shelf-life since most readers share it with family and friends. All of this presented in a high gloss, full color, easy to travel digest size format. With *Atlanta ShowGuide* you can reach more of city's arts patrons than with any other form of advertising.

Available online at [www.AtlantaShowGuide.com](http://www.AtlantaShowGuide.com) with free online ad and Web links for all advertisers.

# ATLANTA SHOWGUIDE DISTRIBUTION

7 Stages  
14th Street Playhouse  
Actor's Express  
Alliance Theatre  
Atlantix Half Price Tickets at  
Underground Atlanta  
Cobb Energy Centre – Marietta  
Fabulous Fox Theatre  
Ferst Center for the Arts  
Gwinnett Convention and Visitors Bureau  
High Museum of Art  
Horizon Theatre  
Rialto Center for the Performing Arts  
Roswell Cultural Arts Center  
Symphony Hall  
The Center for Puppetry Arts  
The Legacy Theatre – Tyrone  
The Shakespeare Tavern  
The Strand Theatre – Marietta  
Theatre in the Square  
Theatrical Outfit  
Woodruff Arts Center

Available online at  
[www.AtlantaShowGuide.com](http://www.AtlantaShowGuide.com)



# WHO'S WHO IN ATLANTA'S AUDIENCES

68% of audience is between the age of 34 and 65



## Who is our audience?

Highly Educated ■ Affluent ■ Community Involved  
Decision Makers – Business / Industry / Government  
Active Lifestyle ■ Civic Minded



### Demographics

Female . . . . .	55%
Male . . . . .	45%
Under 25 Years Old . . . . .	9%
26 to 34 Years Old . . . . .	23%
35 to 65 Years Old . . . . .	58%
Over 65 Years Old . . . . .	10%
Married/Partnered . . . . .	73%
Widowed/Single . . . . .	27%

### Income / Status

Average Household Income . . . . .	\$193,900
Median Household Income . . . . .	\$145,115
\$150,000 or more . . . . .	45.9%
\$100,000 - \$149,999 . . . . .	24.1%
\$60,000 - \$99,000 . . . . .	15.2%
Below \$60,000 . . . . .	14.8%
College Graduate . . . . .	76%
Post-Graduate . . . . .	45%
Professional/Managerial . . . . .	58%

### Lifestyle

Have An Investment Portfolio . . . . .	94%
Bought Or Leased A New Car Last Year . . . . .	83%
Purchased Fine Jewelry Last Year . . . . .	44%
Traveled Internationally Last Year . . . . .	36%
Dined out before/after a performance . . . . .	69%

*"Showguide is an important tool for Atlanta Arts community. It is the one publication that focuses on the arts, where, as an advertiser, I know I am reaching a cultural consumer. We work with limited budgets and knowing we can target our message is a key for Atlanta Ballet."*

*~ Tricia Ekholm  
Director of Marketing  
Atlanta Ballet*

*"Atlanta ShowGuide is the "Bible" of all things artistic in Atlanta. It is comprehensive, easy to use, and presents interesting articles to give insight into our city's artistic endeavors. Atlanta Gay Men's Chorus is proud to be included in such a vital publication."*

*~ Brenda Pruitt  
Executive Director  
Atlanta Gay Men's Chorus*

*"The Electronic ShowGuide gives virtually unlimited distribution...and the features of the electronic format are wonderful... PLUS... the links you've created for advertisers, that go directly to our websites.... LOVELY... and how beautifully it complements the printed version of the book. THANK YOU for your perseverance, a great-looking product and your kind consideration of our financial limitations."*

*~ Dianna E. Butler  
Director of Marketing & Development  
Atlanta Lyric Theatre*

*"Atlanta ShowGuide reaches a terrific demographic—people who go out to arts events in the city. We advertise because of the appealing content and great distribution locations.."*

*~ Stephanie Lee  
Marketing Director  
Ferst Center for the Arts*

# ATLANTA SHOWGUIDE PRINT SCHEDULE & SPECS

ISSUE	DELIVERS
Dance (Feb-Apr)	February
Spring (Apr-Jun)	April
Summer (Jun-Aug)	June
Fall (Aug-Oct)	August
Holiday (Oct-Dec)	October
Winter (Dec-Feb)	December

*Please contact us for specific issue deadline dates.*

**ABOUT OUR COVERS:** We have been very fortunate to have some of the greatest visual artists to grace our covers. Such luminaries as dance photographer Richard Calmes, painter Steve Penley, glass sculptor Thom Lillie, and clay sculptor Susan Clayton have made our first impression a dynamic one. We are grateful to each of these incredible artists for their generosity. 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.

### RATES

Full page . . . . .	\$1,250
Half page . . . . .	\$750
Quarter page . . . . .	\$450
Inside Back/Front Covers . . . . .	\$1,500
Back Cover . . . . .	\$1,750

### NON-PROFIT RATES

Full page . . . . .	\$900
Half page . . . . .	\$550
Quarter page . . . . .	\$350
Inside Back/Front Covers . . . . .	\$1,250
Back Covers . . . . .	\$1,500

Take additional % off rate card:

3 insertions . . . . .	5%
6 insertions . . . . .	10%

### NEW MECHANICAL SPECS (PLEASE FOLLOW CAREFULLY)

<b>NEW Trim Size . . . . .</b>	<b>5.25 x 8.375</b>
*Full Page, Full Bleed (.25 extra all sides) . . . . .	5.75 x 8.875
Full Page, No Bleed . . . . .	4.75 x 7.875
Half Horizontal . . . . .	4.75 x 3.75
Quarter Vertical (only) . . . . .	2.25 x 3.75
*Live area of ads must fall within 4.75 x 8.375 in order to not trim off any important information.	

### AD LAYOUT CHARGES

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

Email to [sales@atlantashowguide.com](mailto:sales@atlantashowguide.com) or call for ftp information.

[www.AtlantaShowGuide.com](http://www.AtlantaShowGuide.com) · [Sales@AtlantaShowGuide.com](mailto:Sales@AtlantaShowGuide.com)  
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