

# Meet the staff of Georgia Voice



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## TIM BOYD

Co-Founder/Owner and Publisher

Tim Boyd has more than 25 years experience in business and sales, including serving as a sales executive in the early years of Southern Voice. In 1992, Boyd became an owner of Maddix Deluxe, a luxury gift store in Virginia-Highland. After buying out his partner and changing the name to Metropolitan Deluxe, Boyd grew the company to 11 stores throughout the Southeast. Boyd is a longtime LGBT activist who was on the front lines of Atlanta's ACT Up in the early 1990s. Boyd says he's always wanted to be a rock star. He is also dad to the Georgia Voice's official mascot, Sophia, a French

Bulldog, who is cute, crazy, single and looking. He loves working with the dedicated and talented staff at the Georgia Voice.



## CHRIS CASH

Co-Founder/Owner and Managing Partner

Chris Cash, one of the three founders of Georgia Voice, has a long history with Atlanta LGBT activism and publishing. She served as editor for the Kennesaw State Sentinel in the 1970s, and in the mid-1980s she worked as a volunteer at various LGBT groups, including the Atlanta Committee for the 1987 March on Washington, where she edited its monthly newsletter.

Energized by that historic march, she founded Southern Voice in 1988 to serve a quickly growing LGBT community that had begun to flex its political and financial muscle. For a decade, Cash served as editor, executive editor and publisher of Southern Voice as she and a dedicated staff grew the newspaper from 16 pages (with no internet access and no fax machine until 1989) to its height as the largest LGBT media company in the South by 1997. She sold the newspaper that year to Window Media; it was the first of many publications Window bought during its lifetime.

When Window declared bankruptcy in late 2009 and abruptly closed its doors, Cash began a conversation with then Southern Voice Editor Laura Douglas-Brown and former Southern Voice sales rep Tim Boyd to create a new LGBT media company. That conversation led to the launch of Georgia Voice in March, 2010, and a new era of LGBT media for Atlanta and the state of Georgia, with fax and internet!

Cash, who now lives in Tampa, spends most of her time wishing she were in Atlanta playing with her two granddaughters, Zola and Eleanor. Occasionally she has been known to offer her two cents in decision-making to Georgia Voice; she is mostly humored and ignored ... which is just fine with her.



# Meet the staff of Georgia Voice



## DARIAN AARON

Editor

Darian Aaron is an award-winning digital journalist, blogger, and author with over a decade of experience. He is best known for “Living Out Loud with Darian,” a 2008 Black Weblog Award winner for Best LGBT Blog. His work has appeared in print, television

and as a contributor to several publications including: CLIK Magazine where he served as a staff writer, The Advocate, The LA Times and The Huffington Post.

Darian became one of few openly gay black men to be profiled in EBONY Magazine in 2012 in the featured piece “Black, Gay and Christian: Where Spirituality and Sexuality Converge.” His work in Atlanta’s LGBT community has been recognized by GLAAD and he was one of a dozen black gay activists invited to attend GLAAD’s first Media Institute in New York City in 2011.

He holds a B.A. in communications (Magna Cum Laude) from Alabama State University where he also founded AMPLIFIED, the first chartered LGBT student group in the history of the university.

He is thrilled to be making history as the first African-American editor of Georgia Voice and to be leading one of the premier LGBT publications in the country.



## PATRICK SAUNDERS

Deputy Editor

Patrick Saunders joined the Georgia Voice full time in January 2014. His first published work was a concert review that ran in the alternative weekly Flagpole Magazine while he was a student at the University of Georgia’s Grady College of Journalism and Mass Communication. While at UGA, he also wrote a

weekly opinions column for the student newspaper The Red & Black, covering everything from pop culture to politics to daily college life. The AJC published an editorial of his about his generation’s response to the September 11 attacks.

Following graduation from UGA, Patrick entered the real estate industry, where he worked for the next several years while freelance writing on the side. He freelanced for Creative Loafing in 2009 and 2010, covering topics like the Atlanta Eagle raid and Atlanta’s gay media drama before accepting a position as the first Senior Writer for Fenuxe Magazine. After a stint as a full-time freelancer writing for publications like Project Q Atlanta and several copywriting clients, he started working with the Georgia Voice.

When not roaming the Capitol or tucked away in a coffee shop with his laptop, you can find him playing with his dog Otis or eating out with friends at spots like Henry’s or El Azteca.



## ROB BOEGER

Art Director

Rob Boeger has more than 20 years’ experience in daily and weekly newspapers. Rob started his career in newspapers in 1993 at Southern Voice, where he was the paper’s graphic designer.

In 2001, he moved to Washington, D.C. when he was promoted to art director for Window Media. Rob oversaw all of the company’s production departments, which included Southern Voice, Washington Blade, New York Blade, Ft. Lauderdale Express Gay News, Houston Voice, SoVo magazine, Windows magazine and Eclipse. After the company folded in 2009, Rob worked with the Blade staff as sole designer to start a publication, DC Agenda, which filled the void. That publication later became the Washington Blade once again.

After working a couple of years away from the gay press, Rob returned by working for Georgia Voice.

In his spare time you can catch Rob hanging with his husband or contemplating his next tattoo.



## ANNE CLARKE

Sales Executive

Anne Clarke is a sales executive at Georgia Voice. For the past three years, she has been assisting Georgia Voice in expanding sales and marketing ventures as well as facilitating events. Clarke comes from a diverse media background starting with publishing the International Guest Guides, travel magazines in various U.S. cities and abroad. She owned an advertising agency that launched major brands and managed marketing campaigns. In 2003, she moved to Atlanta working for Gannett Media, where she accumulated many awards and recognitions. But her passion has always been in helping others, even those 4-legged folks! Her charity work includes saving pets, fighting against discrimination, fundraising for diseases, and working with the elderly and the young.

She volunteers with Decatur Parks & Recreation coaching soccer each season. In 2014, the State of Georgia recognized her charitable work. If Anne isn’t asking you to advertise in the Georgia Voice, she is probably asking you to donate to one of her causes!



## DIXON TAYLOR

Sales Executive

Dixon Taylor has seen a few things in her long and decorated career. She’s owned her own real estate agency for 40 years. She’s worked as a sales representative and later as an investor owner and associate publisher for the former Southern Voice.

She created the annual Good Friends for Good Causes women’s dance that benefited Charis Circle and the Atlanta Lesbian Cancer Initiative among others, and she’s served on the board of LGBT business group the Atlanta Executive Network.

And she’s also served on the Human Rights Campaign’s Dinner Committee, was the first openly gay female to be appointed to the Small Business Task Force for the state of Georgia, and was an LGBT adviser to former Atlanta Mayor Bill Campbell. There’s more—she’s served on the advisory board of Pets Are Loving Support, served on the board of the Servicemembers Legal Defense Network, founded the PRIZM Ball to benefit LGBT youth at risk, was named by Atlanta Magazine in 2000 as one of 20 “Women Making a Difference” in Atlanta; and received a lifetime achievement award from the Atlanta Gay & Lesbian Chamber of Commerce in 2008.



# Complete coverage

The web and print editions of Georgia Voice work in concert to give readers a comprehensive LGBT media outlet that provides both immediate access to information and the analysis and perspective to understand how it impacts all of us.

Georgia Voice publishes in print every other week and daily online.

The print edition of Georgia Voice offers news, analysis, features and commentary in an engaging, news-magazine style. Georgia Voice publishes every other Friday with a current press run of 10,000 copies and a readership of 20,000 in the Atlanta metro area and Savannah. The digital version of the newspaper has been viewed more than 193,000 times.

Publishing every other week, rather than weekly, was an intentional decision that allows Georgia Voice to offer what is too often missing in today's information-saturated society: context. Thanks to the Internet and the 24/7 cable news cycle, people are often bombarded with an endless stream of information. There is no shortage of headlines, but readers remain starved for insight, analysis, perspective, and time to sit back, make sense of it all, and develop and share their own opinions. Our longer news cycle allows Georgia Voice to offer readers more depth

than is often possible in the breaking news-driven world of the web.

The website, [www.thegaVOICE.com](http://www.thegaVOICE.com), is a robust portal for LGBT news, events and community interaction. Updated multiple times daily, it provides breaking news as it happens, developments in ongoing stories as they evolve, the day's top events and headlines, expansive video and photo galleries, and a directory of community organizations. As of January 7, 2014, our website had 6,476,492 page views from 1,619,561 unique visitors.

Georgia Voice website works in conjunction with social media efforts including Facebook, Twitter and YouTube to keep in constant contact with readers. Currently, Georgia Voice has more than 10,450 "likes" on Facebook and adds an average of 55 each week. Our email subscriber base is more than 5,300 and we have more than 6,000 followers on Twitter.

Complimenting the compelling content at [www.thegaVOICE.com](http://www.thegaVOICE.com), a variety of online advertising options give local and national companies the opportunity to engage daily with an active, savvy readership. Advertisers have a choice of four placements and receive discounts on web advertising if they also purchase print advertising.

## BY THE NUMBERS

### Georgia Voice print edition

28-80 pages bi-weekly

10,000 copies in weekly print run\*

20,000 total readership

26,000+ total digital views

### [thegeorgiavoICE.com](http://thegeorgiavoICE.com)

1,500 unique visitors daily

3,000 page views daily\*\*

1,500,000 total yearly visitors

### Social media

10,450 Facebook fans

55 new fans each week (average)

4500+ email blast subscribers

6,000 Twitter followers

275,000 YouTube video views

\*Print run expands to as much as 10,000 for special issues.

\*\* Daily unique visitors and page views dramatically increase in the event of breaking news. Information accurate as of Oct. 17, 2014.



# Georgia Voice readers: a dream demographic

## AGE

21 to 30:	<b>12%</b>
31 to 40:	<b>21%</b>
41 to 50:	<b>32%</b>
50+:	<b>35%</b>

## GENDER

Male:	<b>57%</b>
Female:	<b>40%</b>
Other:	<b>3%</b>

## EDUCATION

**76%** are college graduates.

**32%** have post-grad degrees.



## INCOME

**30%** make more than \$100K a year.

**50%** make more than \$75K a year.

**61%** own a home.

## Readership:

**73%** LGBT website or blog  
**70%** LGBT publication for my city/region  
**53.6%** LGBT email newsletters  
**52.2%** mainstream general newspapers  
**41.2%** LGBT national magazine(s)

## Social media/e-communication:

**85%** carry smartphone everywhere  
**54%** "liked" a business on Facebook  
**39%** clicked on a Facebook ad  
**32%** clicked on a web banner ad  
**26%** forwarded an ad to a friend  
**22%** clicked on a mobile app ad  
**19%** shared or retweeted an ad

## Purchases in the last 12 months:

**65%** bought ticket(s) to performing arts  
**46%** went on a major vacation  
**44%** bought a smartphone  
**34%** bought furniture  
**25%** bought a tablet computer  
**24%** bought an automobile

## Planned purchases in the next 12 months:

**55%** ticket(s) to performing arts  
**44%** major vacation  
**30%** salon/spa services  
**27%** smartphone  
**27%** furniture  
**17%** tablet computer  
**17%** automobile

## Community Involvement

**54.8%** make annual cash donations to one or more charities/non-profits  
**52.7%** volunteer for one or more non-profits  
**36.3%** purchased ticket(s) to a LGBT gala fundraiser  
**29.4%** make monthly cash donations to one or more charities/non-profits  
**11%** are planned givers (asset donation included in will or trust)

Although there is no "typical" Georgia Voice reader, we can confidently report that our readers are extremely well-educated, have higher than average incomes, are frequent travelers and are ardent users of technology and social media.

The purchasing power and brand loyalty of lesbians and gay men has been thoroughly researched and reported over the past several decades. Community Marketing, Inc., a marketing research, marketing firm established in 1992, states on its website:

*"The facts are plain: gay men and lesbians travel more, own more homes and cars, spend more on electronics, and have the largest amount of disposable income of any niche market ... their dollars go to products, services and destinations that recognize their unique buying preferences*

*and offer them differentiated value."*

LGBT buying power in the United States in 2012 was estimated to be \$790 billion according to the marketing research firm Witeck-Combs Communications. That number is expected to rise to close to \$1 trillion in 2013.

The LGBT community in Atlanta is large and active. In the American Community Survey (US Census Bureau) of 2005, Atlanta ranked third in cities with the largest LGBT population at 12.8%. Only San

Francisco and Seattle ranked higher. There are 250+ LGBT and AIDS-related organizations within the metro area alone and Pride attendance has placed Atlanta in the top five in the country for over a decade.

*\* The data here are taken from an online survey conducted June-July 2013 by Community Marketing Services, Inc. Complete reports on Georgia Voice survey results, and national survey results, are available upon request.*

Contact: [tboyd@thegavoices.com](mailto:tboyd@thegavoices.com)

## JANUARY

					1	2
3	4	5	6	7	<b>8</b>	9
10	11	12	13	14	15	16
17	18	19	20	21	<b>22</b>	23
24	25	26	27	28	29	30
31						

**Jan. 8: Resolutions**

**Jan. 22: Faith & Religion**

## MAY

1	2	3	4	5	6	7
8	9	10	11	12	<b>13</b>	14
15	16	17	18	19	20	21
22	23	24	25	26	<b>27</b>	28
29	30	31				

**May 13: Summer Travel**

**May 27: LGBT Military (local)**

## FEBRUARY

	1	2	3	4	<b>5</b>	6
7	8	9	10	11	12	13
14	15	16	17	18	<b>19</b>	20
21	22	23	24	25	26	27
28	29					

**Feb. 5: Sex Dating/  
Valentine's Day**

**Feb. 19: Pink Dollar/Tax**

## JUNE

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5	6	7	8	9	<b>10</b>
11	12	13	14	15	16
17	18	19	20	21	22
23	<b>24</b>	25	26	27	28
29	30				

**June 10: Stonewall**

**June 24: National Pride  
Roundup**

## MARCH

	1	2	3	<b>4</b>	5
6	7	8	9	10	11
12	13	14	15	16	17
18	<b>19</b>	20	21	22	23
24	25	26	27	28	29
30	31				

**March 4: Georgia Voice  
6th Anniversary**

**March 18: Spring Preview**

## JULY

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3	4	5	6	7	<b>8</b>	9
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17	18	19	20	21	<b>22</b>	23
24	25	26	27	28	29	30
31						

**July 8: Pet**

**July 22: Best of Atlanta**

# GEORGIA VOICE

The Premier Media Source for LGBT Georgia

thegeorgiavoice.com

## 2016 EDITORIAL CALENDAR

Georgia Voice offers discounts to advertisers who appear in multiple issues, but who are we to decide the best dates for your business?

Check out our list of street dates and special issues so you can decide when to deliver your message to our readers.

**Street dates:** In yellow

\* Dates may be subject to change. Certain special issues may require early deadlines. Ask your advertising representative for more details

## SEPTEMBER

			1	<b>2</b>	3
4	5	6	7	8	9
10	11	12	13	14	15
<b>16</b>	17	18	19	20	21
22	23	24	25	26	27
28	29	<b>30</b>			

**Sept. 2: Black Gay Pride**

**Sept. 16: Fall Preview**

**Sept. 30: Out On Film/  
Atlanta Pride**

## NOVEMBER

			1	2	3	4	5
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13	14	15	16	17	18	19	
20	21	22	23	24	<b>25</b>	26	
27	28	29	30				

**Nov. 11: Trans Day  
Remembrance**

**Nov. 25: Gift Guide/  
World AIDS Day**

## APRIL

					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	<b>29</b>	30

**April 1: Wedding**

**April 15: Real Estate/  
Home & Garden**

**April 29: Family**

## AUGUST

		1	2	3	4	<b>5</b>	6
7	8	9	10	11	12	13	
14	15	16	17	18	<b>19</b>	20	
21	22	23	24	25	26	27	
28	29	30	31				

**Aug. 5: Drag Issue**

**Aug. 19: Black Gay  
Pride Preview**

## OCTOBER

							1
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9	10	11	12	13	<b>14</b>	15	
16	17	18	19	20	21	22	
23	24	25	26	27	<b>28</b>	29	
30	31						

**Oct. 14: ATL LGBT History**

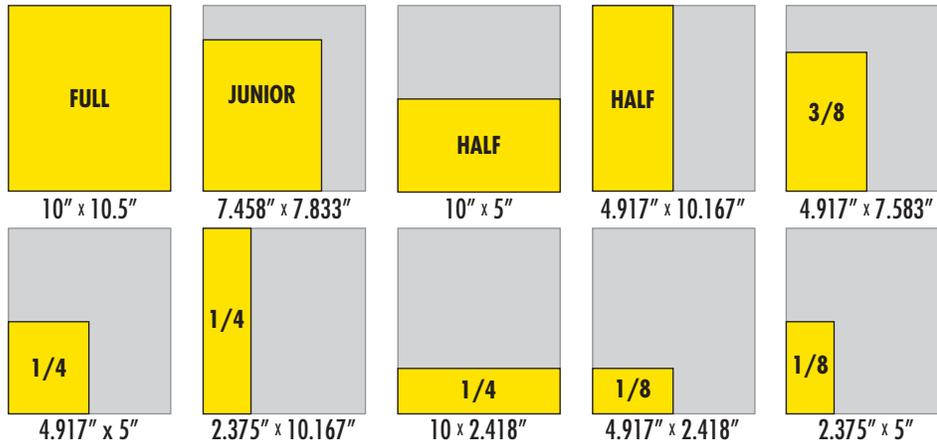
**Oct. 28: Election Preview**

## DECEMBER

			1	2	3		
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11	12	13	14	15	16	17	
18	19	20	21	22	<b>23</b>	24	
25	26	27	28	29	30	31	

**Dec. 9: Food & Beverage**

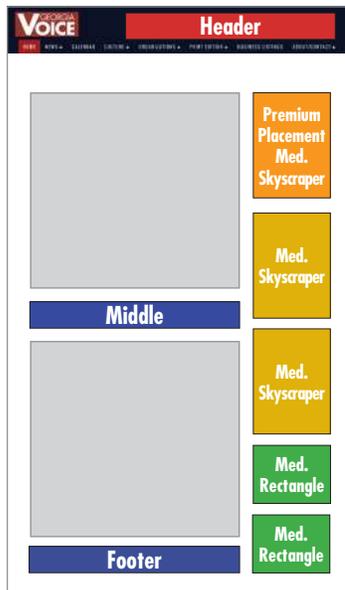
**Dec. 23: Year in Review**



Size & Frequency*	1x	4x	8x	12x	26x
Full	\$890	\$860	\$840	\$800	\$675
Premium	\$1100	\$1050	\$1000	\$950	\$790
Junior	\$690	\$670	\$650	\$630	\$600
Half	\$490	\$470	\$450	\$430	\$400
3/8	\$390	\$370	\$350	\$330	\$300
1/4	\$280	\$260	\$240	\$220	\$200
1/8	\$160	\$140	\$130	\$120	\$110
Directory (3.22" x 1.481")		\$60	\$50	\$40	\$35
Double Directory (3.216" x 3.12")		\$100	\$80	\$60	\$55

\*1x = 1-3 times insertion; 4x = 4-7 times insertion; 8x = 8-11 times insertion; 12x = 12-25 times insertion; 26x = 26 insertions or more. Ask your advertising representative about the placement of directory advertisements.

## WEB ADVERTISING



Weekly: Ads appear in rotation during the contracted 7-day period. Monthly: Ads appear in rotation during the contracted 30-day period

Size & Frequency	Weekly	Monthly
Header (728x90)	\$175	\$599
*Premium Placement Skyscraper (350x480)	\$175	\$599
Med. Skyscraper (350x480)	\$150	\$499
Med. Rectangle (300x250)	\$100	\$299
Middle, Footer (728x90)	\$100	\$299

\*Reduced Header not shown. Ads appear on article pages, below the article content, above the comments section.

## SOCIAL MEDIA

Weekly Enewsletter ad: \$100  
Single blast to Facebook and Twitter followers: \$100

## 2016 LOCAL ADVERTISING RATES & SPECS

### PRODUCTION CHARGES AND DISCOUNTS

Rates listed are for camera-ready ads. Submitted ads must meet all format requirements, and no work by Georgia Voice need be completed in order for an ad to be considered camera-ready.

Production services start at \$50.

Send materials to:  
rboeger@thegavoice.com

### ACCEPTED PRINT FILE FORMATS

In order for your ad to be considered camera-ready, it must be the proper size and meet the following requirements:

- TIFF or JPG: 200-300 DPI resolution
- PDF: Press or Press Optimized settings; fonts embedded
- Illustrator EPS: all fonts must be converted to Outlines
- CMYK with no bleeds, crop marks or borders
- Document size should equal listed ad size
- Black text converted to 100% K

### ACCEPTED ONLINE FILE FORMATS

In order for your ad to be considered camera-ready, it must be the proper size and meet the following requirements:

- JPG, GIF & BITMAP:  
72 dpi resolution, less than 500k
- Flash documents:  
Optimized file sizes for reliable and prompt load times

### DEADLINE

All materials for ads that require production must be submitted 10 days prior to publication date. Proofs must be approved 5 days prior to publication date. Camera-ready ads must be submitted 5 days prior to publication date.