



georgia **VOICE**

The Premier Media Source for LGBTQ Georgia

2019 MEDIA KIT

COMPLETE COVERAGE

BY THE NUMBERS

Georgia Voice Print Edition

17,600 total readership bi-weekly
28–88 pages bi-weekly
8,000 copies in weekly print run*



TheGeorgiaVoice.com

1,500 unique visitors daily
2,500 page views daily
1 million total yearly visitors

Social Media

16,000 Facebook fans
7,500 Twitter followers
400,000 YouTube video views



Age

21–30: 9%
31–40: 13%
41–50: 20%
50+: 58%

Gender

57% male
40% female
3% other



Education

75% are college graduates.
33% have post-graduate degrees.

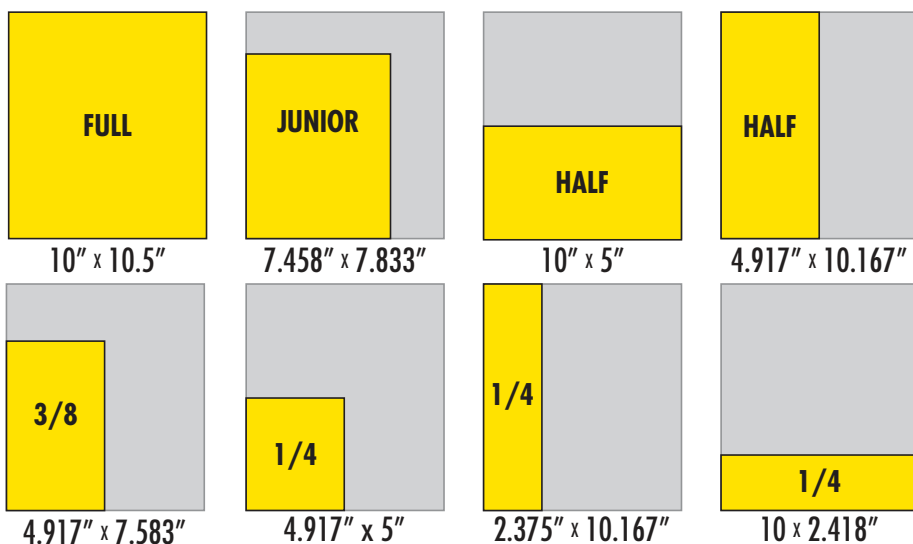
Income

54% make more than \$75K a year.
44% make more than \$100K a year.



NATIONAL DISPLAY PRINT ADVERTISING

AD SIZE & FREQUENCY*	1 TIME RATE	4 TIME RATE	8 TIME RATE	12 TIME RATE
Premium (Inside front/ inside back covers)	\$1850	\$1750	\$1600	\$1550
Full	\$1475	\$1400	\$1330	\$1275
Junior	\$1150	\$1100	\$1075	\$1025
Half	\$775	\$740	\$725	\$695
3/8	\$605	\$580	\$550	\$525
1/4	\$485	\$465	\$435	\$400



PRINT/ONLINE AD FORMATS FOR CAMERA READY FILES

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 ONLY, NO RGB FILES**
- No bleeds, crop marks or borders needed
- Document size should be listed ad size
- Body text must be 100% Black only

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

Ads must be submitted one week prior to publication date.

ONLINE ADVERTISING

AD TYPE	SIZE	WEEKLY	MONTHLY
Leaderboard (Top Position)	728 (w) x 90 (h)	\$200	\$699
Leaderboard (Middle Position)	728 (w) x 90 (h)	\$200	\$399
Skyscraper (Premium Position)	350 (w) x 480 (h)	\$200	\$699
Skyscraper	350 (w) x 480 (h)	\$200	\$599
Medium Rectangle	300 (w) x 250 (h)	\$200	\$399

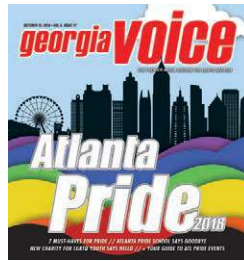
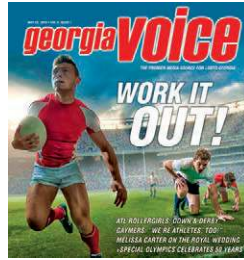
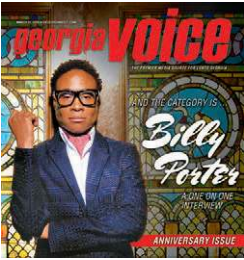
SOCIAL MEDIA ADVERTISING

Weekly Newsletter ad: \$100

Single blast to Facebook and Twitter followers: \$100

georgiaVoice

2019 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.

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

MAILING ADDRESS:
P.O. Box 77401 • Atlanta, GA 30357

CONTACT:
908-232-2021
sales@rivendellmedia.com

ONLINE:
TheGeorgiaVoice.com

SPECIAL PUBLICATIONS



DESTINATION GAY ATLANTA TRAVEL GUIDE
Deadline: 04/30/19
Publish: June 2019



OUT ON FILM FESTIVAL GUIDE
Deadline: 08/1/19
Publish: September 2019

JANUARY

**LGBTQ 101:
A Beginner's Guide to
Our Alphabet**
Deadline: 12/28/18
Publish: 01/04/19

**DIY: "Do It
Your Damn Self!"**
Deadline: 01/11/19
Publish: 01/18/19

FEBRUARY
**Rekindling The Flame //
The Science
of Heartbreak**
Deadline: 01/25/19
Publish: 02/01/19

A Moment of Zen
Deadline: 02/08/19
Publish: 02/15/19

MARCH
Meet The Neighbors!
Deadline: 02/25/19
Publish: 03/01/19

**Go Voice Turns 10!!! //
The Happiness Issue**
Deadline: 03/08/19
Publish: 03/15/19

Wedding Issue
Deadline: 03/22/19
Publish: 03/29/19

APRIL

**Spring Into Arts //
Fashion**
Deadline: 04/05/19
Publish: 04/12/19

HIV in the ATL
Deadline: 04/19/19
Publish: 04/26/19

MAY
**Addiction: A Sobering
Look at Sex,
Drugs, & Us**
Deadline: 05/03/19
Publish: 05/10/19

**Sports: Out of the Park //
The Story Behind ATL
Street Names**
Deadline: 05/17/19
Publish: 05/24/19

JUNE
**Summer Travel //
Stonewall**
Deadline: 05/31/19
Publish: 06/07/19

**TABOO: A Peek into
the Forbidden**
Deadline: 06/14/19
Publish: 06/21/19

JULY

The Work Issue
Deadline: 06/28/19
Publish: 07/05/19

Best of Atlanta
Deadline: 07/12/19
Publish: 07/19/19

AUGUST
**Pets: Creature
Features**
Deadline: 07/26/19
Publish: 08/02/19

**The Science
Behind Attraction**
Deadline: 08/09/19
Publish: 08/16/19

**Geeks & Nerds //
Black Gay Pride**
Deadline: 08/23/19
Publish: 08/30/19

SEPTEMBER
Fall Arts
Deadline: 09/06/19
Publish: 09/13/19

**Out On Film //
ATL Film Industry**
Deadline: 09/20/19
Publish: 09/27/19

OCTOBER

Atlanta Pride
Deadline: 10/04/19
Publish: 10/11/19

**Death & Dying //
Spirituality**
Deadline: 10/18/19
Publish: 10/25/19

NOVEMBER
**Holiday Gift Guide //
Trans Visibility**
Deadline: 11/01/19
Publish: 11/08/19

**The Women's Issue //
World AIDS Day**
Deadline: 11/15/19
Publish: 11/22/19

DECEMBER
Food Issue "Dig In!"
Deadline: 11/29/19
Publish: 12/06/19

**Yearbook 2019 //
Best of GA Voice
"Givin' You The Best
That We Got"**
Deadline: 12/13/19
Publish: 12/20/19