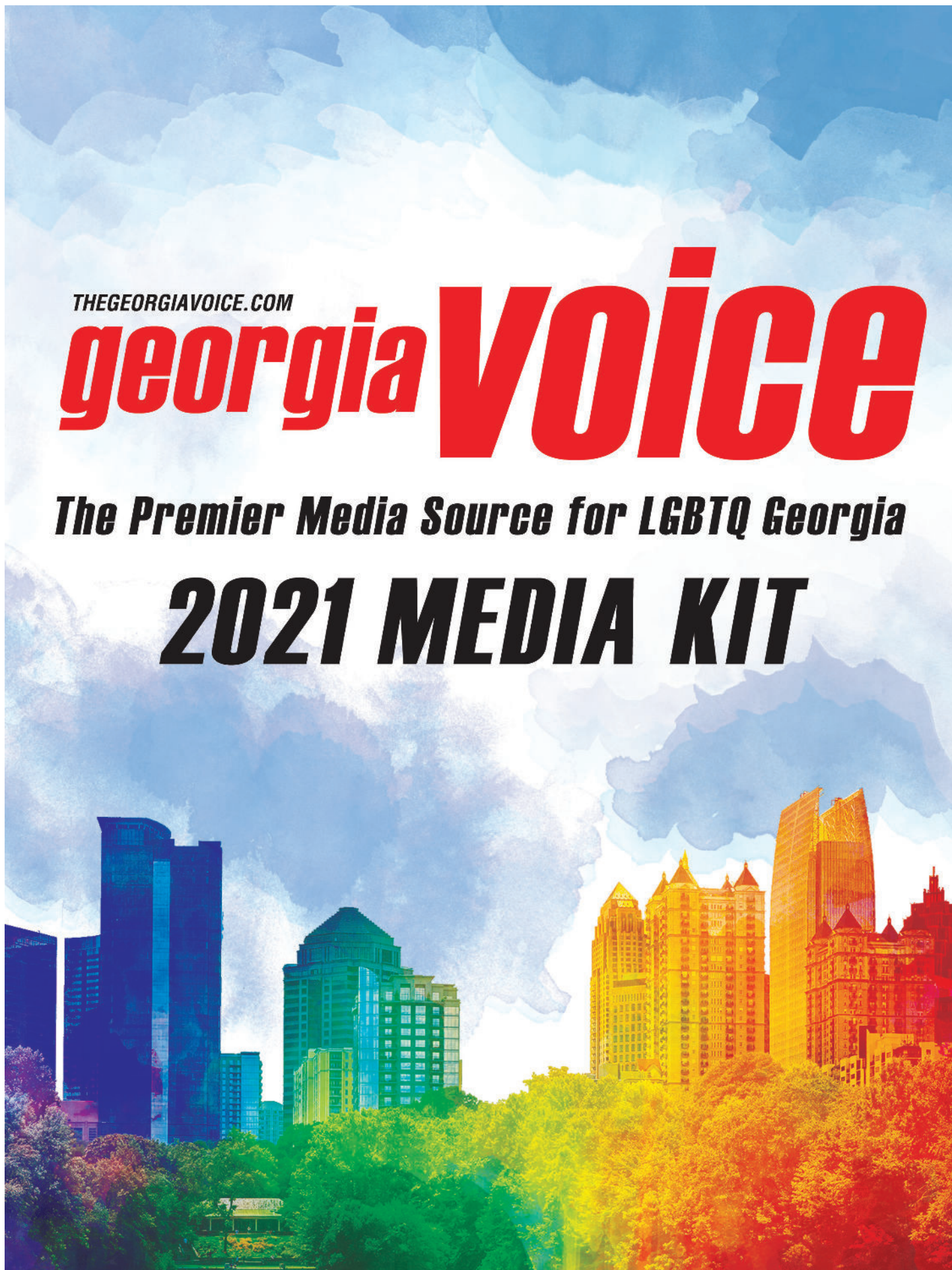


THEGEORGIAVOICE.COM

georgia **Voice**

The Premier Media Source for LGBTQ Georgia

2021 MEDIA KIT



COMPLETE COVERAGE

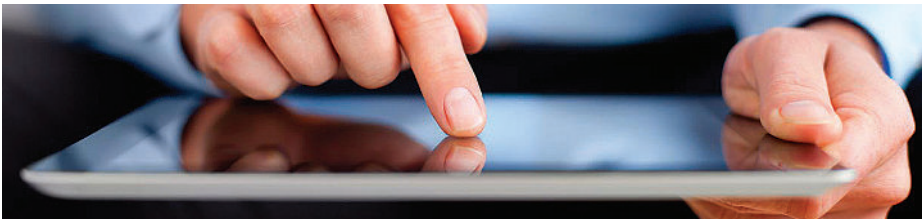
BY THE NUMBERS

Georgia Voice Print Edition

83,000 total people reached 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

16,750 Facebook fans

7,600 Twitter followers

1,000 Instagram 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

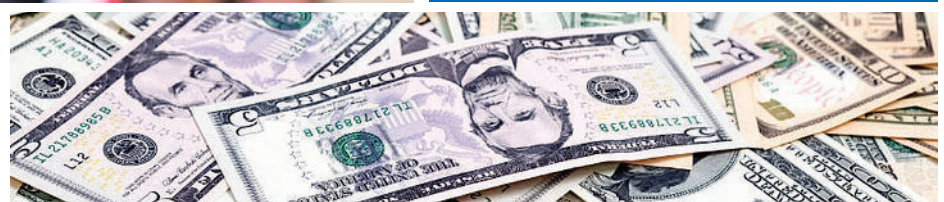
75% are college graduates.

33% have post-graduate degrees.

Income

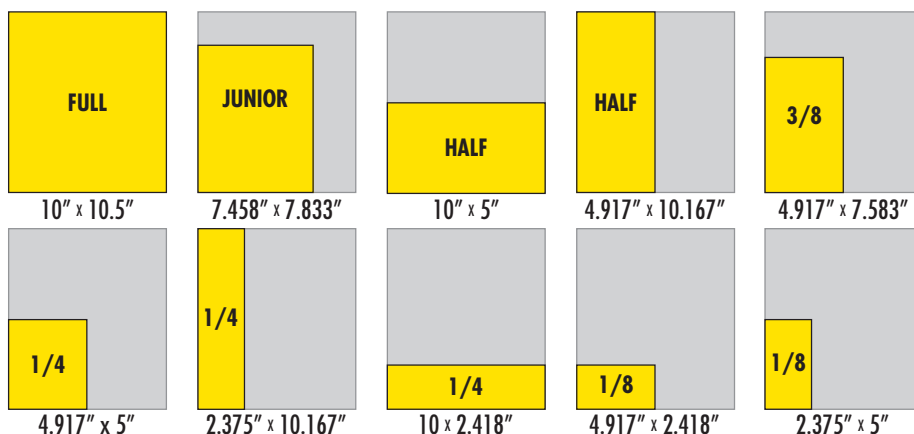
54% make more than \$75K a year.

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



ADVERTISING SPECS

*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.



ONLINE ADVERTISING

AD TYPE	SIZE	WEEKLY	MONTHLY
Leaderboard (Top Position)	728 (w) x 90 (h)	\$200	\$699
Leaderboard (Bottom 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

Weekly: Ads appear in rotation during the contracted 7-day period. **Monthly:** Ads appear in rotation during the contracted 30-day period. *Reduced Leaderboard not shown. Online ads appear on article pages, below the article content, above the comments section.

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, and 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.

SOCIAL MEDIA ADVERTISING

Weekly Newsletter ad: \$100

Single blast to Facebook and Twitter followers: \$100

**Brainstorming for ways
to promote your business?**



**ONLY
\$125
PER YEAR**

Advertise in the

THEGEORGIAVOICE.COM

georgiaVoice

THE PREMIER MEDIA SOURCE FOR LGBTQ GEORGIA

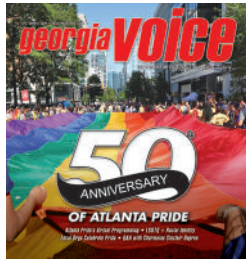
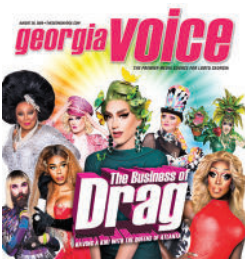
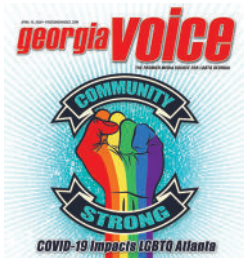
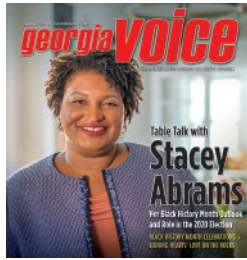
BUSINESS LISTINGS

Each listing includes Business name, address, phone number, web address and email. Plus 25-30 word-length business description.

Images need to be a square: 120 x 120 pixels. 72 DPI. RGB files.

georgiaVoice

2021 EDITORIAL CALENDAR



JANUARY

Health & Aesthetics

Deadline: 01/01/21
Publish: 01/08/21

Black History Month

Deadline: 01/15/21
Publish: 01/22/21

FEBRUARY

Valentine/Sex/Love

Deadline: 01/29/21
Publish: 02/05/21

Financial

Deadline: 02/12/21
Publish: 02/19/21

MARCH

Spring Arts

Deadline: 02/26/21
Publish: 03/05/21

Real Estate/Home

Deadline: 03/12/21
Publish: 03/19/21

APRIL

Covid in Review:
1 Year Later

Deadline: 04/02/21
Publish: 04/09/21

Community

Deadline: 04/16/21
Publish: 04/23/21

MAY

Sports

Deadline: 04/30/21
Publish: 05/07/21

Summer Travel

Deadline: 05/14/21
Publish: 05/21/21

JUNE

Stonewall & National Pride

Deadline: 05/28/21
Publish: 06/04/21

Family/Seniors

Deadline: 06/18/21
Publish: 06/25/21

JULY

Pets Issue

Deadline: 07/02/21
Publish: 07/09/21

Drag

Deadline: 07/16/21
Publish: 07/23/21

AUGUST

Fall Arts

Deadline: 07/30/21
Publish: 08/06/21

Black Gay Pride

Deadline: 08/13/21
Publish: 08/20/21

SEPTEMBER

LGBTQ History

Deadline: 09/03/21
Publish: 09/10/21

Out On Film

Deadline: 09/17/21
Publish: 09/24/21

OCTOBER

Atlanta Pride

Deadline: 10/01/21
Publish: 10/08/21

Halloween

Deadline: 10/15/21
Publish: 10/22/21

NOVEMBER

Deadline: 10/29/21
Publish: 11/05/21

Gift Guide/

World Aids Day
Deadline: 11/12/21
Publish: 11/19/21

DECEMBER

Food & Beverage

Deadline: 11/26/21
Publish: 12/03/21

2021 in Review

Deadline: 12/10/21
Publish: 12/17/21

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:

P: 404-815-6941; F: 404-963-6365
sales@thegaVOICE.com

ONLINE:

TheGeorgiaVoice.com

SPECIAL PUBLICATIONS



DESTINATION GAY ATLANTA TRAVEL GUIDE

Deadline: 06/01/21
Publish: July 2021



OUT ON FILM FESTIVAL GUIDE

Deadline: 07/30/21
Publish: September 2021