

TheGeorgiaVoice.com

georgiaVoice

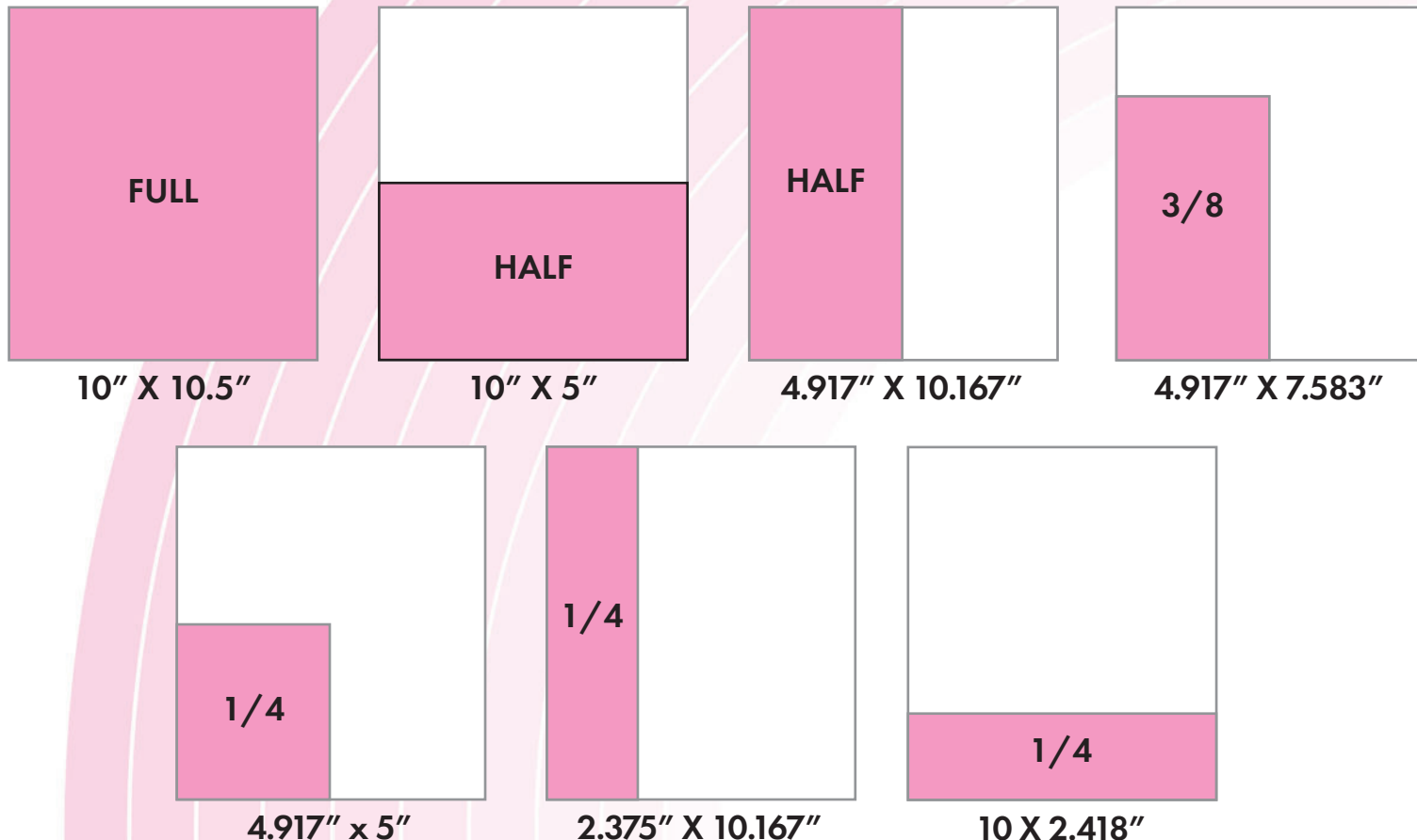
The Premier Media Source for LGBTQ Georgia

2024 Media Kit

destination
gay
atlanta

ATLANTA'S OFFICIAL LGBTQ TRAVEL GUIDE

Local Display Ad Info



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
- **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.

Did You Know?

- **LGBTQ+ community** has over \$3.7 trillion in purchasing power
- **64%** of Georgia Voice readers have incomes over \$100,000
- **76%** have dined out at least once in the past 30 days
- **67%** have been to a live music venue, concert in the last 60 days
- **80%** visit an LGBTQ+ at least once a week
- **70%** have consumed an alcohol beverage in the last month
- **82%** are likely to purchase from a company that advertise in LGBTQ+ media
- **79%** are college graduates or also have post-graduate degrees
- **1 million total yearly visitors**
- **2,500 page views daily**
- **1,500 unique visitors daily**
- **6500 to 10,000 print and digital downloads per issue**
- **19,000 Facebook Fans**

2024 Editorial Calendar

January

12: Health + Wellness
26: LGBTQ Black History Month

February

09: Valentine's, Sex, and Love
23: Family & Parenting

March

08: Spring Arts Preview
22: Spirituality

April

05: Home & Real Estate
19: Sports & Hobbies

May

03: Mental Health: Living Your Best Life
24: Summer Travel & Events

June

07: National Pride Month
21: Seniors & Aging

July

05: Dragalicious Extravaganza
26: Pets on Parade

August

09: Fall Arts
23: Fall Travel & Black Gay Pride

September

06: Bisexuality
20: Out On Film Preview

October

11: Atlanta Pride & LGBTQ History Month
25: Elections

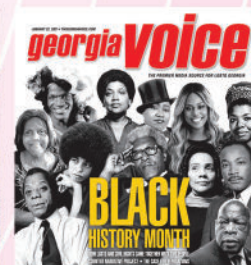
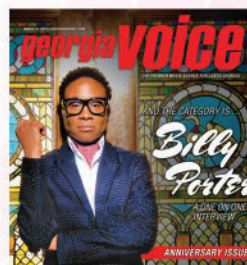
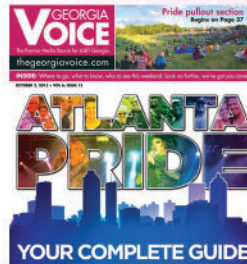
November

08: Science, Tech, & Social Media
22: Holiday Gift Guide

December

06: Eat, Drink, & Be Merry
20: Year in Review

* Camera Ready ads due one week prior to publication dates



Atlanta:

THE UNOFFICIAL CAPITAL OF THE LGBTQ SOUTH

Atlanta is a primary destination for LGBTQ travelers, both for pleasure and for business. Since 2011, Destination: Gay Atlanta, a partnership between the Georgia Voice and the Atlanta Convention & Visitors Bureau, has been the "official" guide to the city.

Full of information and tips on negotiating Atlanta's neighborhoods, nightlife and tourist attractions, Destination: Gay Atlanta is the go-to guide for every gay visitor. Comprehensive listings of major events, local hotels, restaurants, retail stores and community organizations ensure that each visitor will be in the know.

The guide is available in both print and digital formats throughout the city in retail stores, attractions, hotels and restaurants as well as the City of Atlanta visitor center in Centennial Olympic Park.

The digital version of Destination: Gay Atlanta resides at www.discoveratlanta.com, another partnership between Georgia Voice and the ACVB. The website carries updated information on all things gay in Atlanta throughout the year.

Space Reservation Deadline: July 15, 2024



PRINT/ONLINE AD FORMATS FOR CAMERA READY FILES

CAMERA-READY ART:

- TIFF & JPG: 300 DPI resolution
- PDF: Press or Press Optimized settings; fonts embedded
- CMYK with appropriate bleeds (full page only) **no crop marks, registration marks, file information or borders.**
- Document size should equal listed ad size

FULL

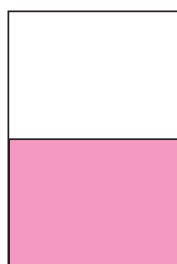
Actual printed document size:
6 (w) x 9 (h)

Bleed coverage:
Overlap images .125 on each side that bleeds

Text: Make sure text is at least .125 inset from 6 x 9 measurements

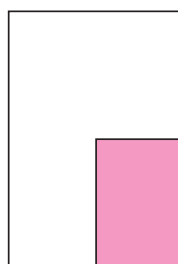
6.25 in. x 9.25 in

HALF



5.5 in. x 4.1 in

QUARTER



2.6 in. x 4.1 in.

PRINT RATES

LOCAL DISPLAY AD RATES

Full: \$1,400

Half: \$850

Quarter: \$500

Back Cover: \$5,000

Inside Back Cover: \$3,000

Inside Back (5 Pages): \$10,000

Inside Front Cover (1 Page): \$3,000

Inside Front (4 Pages): \$8,000

Center Spread: \$4,000

WEB AD RATES

Medium Rectangle: \$699/mo.

Reserve your space today: sales@thegavoice.com

