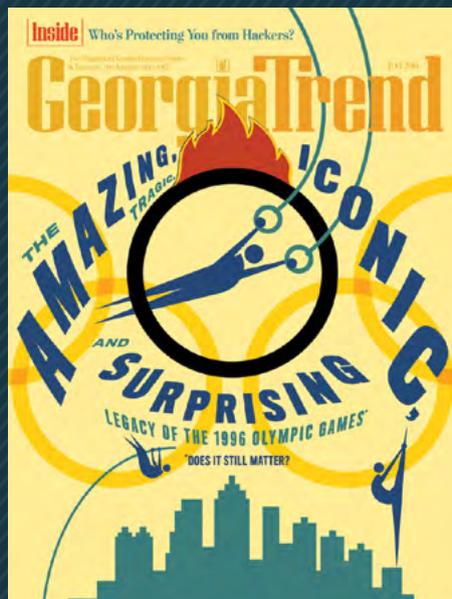




GeorgiaTrend Marketing Guide 2017

The Magazine of Georgia Business, Politics & Economic Development Since 1985



Top 5 Reasons to Advertise with **GeorgiaTrend**



Integrated Media

We offer marketing options on various platforms that provide an Integrated Media approach for your campaign.



1 More Readers

52,120 subscribers

195,000+ readers

2 Top Leaders/Decision-makers

81% are senior level executives

3 Influence Engaged Readers

98% regularly read Georgia Trend every month

4 Build Your Brand

Magazine advertising ranks as the **#1** media buy to boost a company's brand favorability and increase sales

5 Receive More **Value** for Your Investment

More powerful editorial for senior level executives

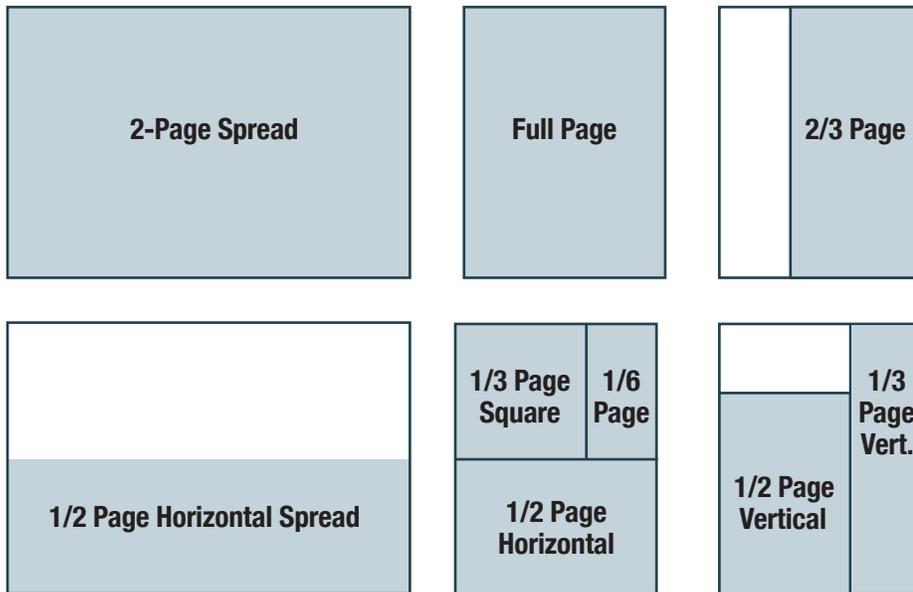
More impressions for your advertising message

More platforms to target your audience

2017 CALENDAR

| Month | Editorial Features | Business Trends | Our State |
|--|--|--|---|
| January Reserve by November 23 Materials by November 30 | <ul style="list-style-type: none"> Georgian of the Year 100 Most Influential Georgians | <ul style="list-style-type: none"> Porsche Experience Georgia Ports Military Bases | <ul style="list-style-type: none"> Cobb County Americus-Sumter County |
| February Reserve by December 21 Materials by December 28 | <ul style="list-style-type: none"> Legislative Guide Health Care – Heart Health Georgia Municipal Association – Live, Work, Play Cities | <ul style="list-style-type: none"> Georgia Lottery CIDs: Eastern Metro Atlanta | <ul style="list-style-type: none"> Cherokee County |
| March Reserve by January 23 Materials by January 30 | <ul style="list-style-type: none"> ACCG – County Recognition Hospitality Industry Georgia's Forestry Industry Unique Higher Education in Georgia | <ul style="list-style-type: none"> Future of Energy Industry – Natural Gas/Nuclear Logistics Report (bonus distribution at Logistics Summit) Corporate Meetings (Advertorial) | <ul style="list-style-type: none"> Macon Valdosta Commerce-Jackson County |
| April Reserve by February 22 Materials by February 29 | <ul style="list-style-type: none"> Economic Yearbook Industry Outlook Health Care – Cancer | <ul style="list-style-type: none"> Technical Colleges University Report – Reinhardt University Four for the Future | <ul style="list-style-type: none"> Savannah-Chatham County South Metro Atlanta |
| Small Business Guide Reserve by March 21 Publish: May 2016 | <ul style="list-style-type: none"> A special Georgia Trend publication (polybagged with Georgia Trend) + 20,000 to Small Business Development Centers | <ul style="list-style-type: none"> Resource Guide for Small Business Owners & Entrepreneurs | |
| May Reserve by March 21 Materials by March 28 | <ul style="list-style-type: none"> Most Respected Leader Georgia's Sports Corridor Hartsfield-Jackson Atlanta International Airport Georgia's Music Industry | <ul style="list-style-type: none"> MBA Programs Credit Unions Education: REACH Program | <ul style="list-style-type: none"> Albany Perimeter Area Blackshear-Pierce County |
| June Reserve by April 21 Materials by April 28 | <ul style="list-style-type: none"> Health Care – Integrative Medicine International Trade | <ul style="list-style-type: none"> Return to Downtown (Main Street, national trend and more) Commuter Airports/Charter Jets 2017 Manufacturers of the Year Awards | <ul style="list-style-type: none"> Columbus Brunswick-Golden Isles Adel-Cook County |
| July Reserve by May 23 Materials by May 30 | <ul style="list-style-type: none"> Legislative Recap Health Insurance Tourism – Off the Beaten Path Locales | <ul style="list-style-type: none"> Best Places to Work Agribusiness CIDs: Western Metro Atlanta | <ul style="list-style-type: none"> Carroll County |
| August Reserve by June 22 Materials by June 29 | <ul style="list-style-type: none"> Business of Sports Communications/Tech: Internet Wars | <ul style="list-style-type: none"> Destinations – Executive Travel and Meeting Destinations (advertorial) | <ul style="list-style-type: none"> Augusta-Richmond County Catoosa County Moultrie-Colquitt County |
| September Reserve by July 24 Materials by July 31 | <ul style="list-style-type: none"> Top 100 Public Companies College and University Directory | <ul style="list-style-type: none"> Architecture in Georgia Banking in Georgia | <ul style="list-style-type: none"> Dalton-Whitfield County Gwinnett County Douglas-Coffee County |
| Business Georgia Reserve by August 26 Materials by September 10 | Publishing Fall 2017 | Georgia's Economic Development Publication | |
| October Reserve by August 22 Materials by August 29 | <ul style="list-style-type: none"> 40 Under 40 – Best and Brightest The Atlanta Braves | <ul style="list-style-type: none"> Bioscience Nursing Schools – PAs & RNs CIDs: Georgia 400/City Center Credit Unions (advertorial) | <ul style="list-style-type: none"> Gainesville-Hall County Athens-Clarke County GA 400 Corridor |
| November Reserve by September 22 Materials by September 29 | <ul style="list-style-type: none"> Silver Spoon Awards Health Care GMA: Renaissance Partnerships Program | <ul style="list-style-type: none"> Research at Georgia's Universities | <ul style="list-style-type: none"> DeKalb County |
| December Reserve by October 23 Materials by October 30 | <ul style="list-style-type: none"> The Legal Elite Education – Corporate Foundations Strengthening State Education Health Care – Georgia Hospital Rankings | <ul style="list-style-type: none"> Advanced Manufacturing GEDA Awards – Deals of the Year Aerospace | <ul style="list-style-type: none"> Southwest Georgia |

ADVERTISING SPECS & POLICIES



Specifics

Bleed Ads: Keep live copy within standard ad dimensions. (Text and logos must be at least .375" in from the final trim dimensions on all sides, and the bleed must be at least .125" beyond the final trim dimensions on all sides.) Allow an extra .25" in gutter on spread bleed ads.

PDF file preferred.
See Electronic File Guidelines for other options.
Binding: Perfect bound.

Image Files:

- Images should be high resolution, 300 dpi at printing size.
- CMYK only, no RGB.

Ad Sizes (all measurements are in inches):

| Ad Unit | Width | Depth |
|----------------------------|--------|---------|
| 2-page spread | 16.5 | 11.0625 |
| will be trimmed to | 16.25 | 10.8125 |
| 1/2 page horizontal spread | 16.5 | 5.75 |
| will be trimmed to | 16.25 | 5.5 |
| Full page – standard | 7 | 10 |
| Full page – bleed | 8.375 | 11.0625 |
| will be trimmed to | 8.125 | 10.8125 |
| 2/3 page – standard | 4.5625 | 10 |
| 2/3 page – bleed | 5.5 | 11.0625 |
| will be trimmed to | 5.25 | 10.8125 |
| 1/2 page vertical | 4.5625 | 7.4375 |
| 1/2 page horizontal | 7 | 4.875 |
| 1/2 page horiz. – bleed | 8.375 | 5.687 |
| will be trimmed to | 8.125 | 5.5 |
| 1/3 page vertical | 2.25 | 10 |
| 1/3 page square | 4.5625 | 4.875 |
| 1/6 page | 2.25 | 4.875 |

Electronic File Guidelines

Acceptable file formats:

PDF Files Preferred

If sending ad in PDF format, please note the following:

- All fonts must be embedded
- File must be exact size of ad
- PDF file must be created at 300 DPI or higher
- For bleed ads, bleeds must be indicated. Allow at least .125" bleed, all sides. Keep all text and logos at least .375" inside trim.
- Crop marks should be included for bleed ads
- CMYK required
- TIFF and EPS files are also acceptable, as well as certain native files (provided all images and fonts are included)
- Acceptable native file programs include:
 - Adobe InDesign
 - Adobe Illustrator
 - Adobe Photoshop
 - QuarkXpress

Inserts:

Call the production department at 770-558-8702 for shipping instructions on inserts. Cartons must be clearly marked with the issue of the insertion and the words: "Georgia Trend."

Advertising Policies

Bleeds: No charge. See advertising requirements.

Contract Year: Advertising must be inserted within one year of the first insertion to earn frequency discount rates. Specific months must be listed for contract advertising insertions – otherwise each insertion will be billed at the one-time rate until a frequency rate is earned.

Short Rates: Advertising ordered at a frequency discount rate and not earned within one year will be billed at the earned rate (short rate). No cash rebates will be made.

Copy Responsibility: Submission of copy is the responsibility of the advertiser. Copy from the last insertion will be run if the new copy is not received by the materials deadline date. If no previous insertion is available, client will be liable for the cost of the contracted space not used, and the space will be allocated at the discretion of the publisher.

Copy Authorization: All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter therein. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement.

Copy Acceptance: The publisher reserves the right to reject any advertising. Advertising that resembles editorial may be marked "Advertisement" by the publisher. Any reference to Georgia Trend in advertisement, promotional materials or merchandising by an advertiser or agency is subject to approval by the publisher.

Change in Rates: Advertising rates may be changed upon 90-day notice to advertisers under contract. For new advertisers, the rates are effective with the published date on the new rate card.

Special Positions: An extra 15% computed on applicable black & white rate. Subject to availability.

Verbal Commitments: All verbal orders are considered binding unless canceled in writing prior to space closing date.

Cancellations: Cancellations must be in writing and are not accepted after space closing dates. Cover contracts cannot be canceled.

Commissions: 15% to recognized agencies. Production charges are non-commissionable.

Terms: Payment due upon receipt of invoice. No cash discounts allowed.

Where to Send Files

All digital advertising files
UNDER 10 MB

email to
heidi@pixelperfectdesign.net

All digital advertising files
OVER 10 MB

uploaded to an ftp site,
www.hightail.com
or
www.dropbox.com

If using your ftp site or www.dropbox.com,
please send download information to
heidi@pixelperfectdesign.net

CONTACT

Gail Aronoff, Production Manager,
with any questions: 770.558.8702
or gail@georgiatrend.com

Small Business Guide

Annual Guide to Starting and Growing a Small Business

In Spring 2017, Georgia Trend will publish the annual statewide publication serving the information needs of the state's growing number of small business owners.



Distribution Channels:

50,000 Georgia Trend subscribers
(distributed with the May 2017 issue)

+20,000 SBDCs – Georgia Small Business Development Center Network, the Georgia Chamber of Commerce and the Georgia Department of Economic Development

70,000 Total Distribution

Plus Small Business Guide will be posted on the Georgia Trend website.

Advertising Rates:

| | Four Color | B&W |
|-----------|------------|----------|
| Spread | \$20,351 | \$15,627 |
| Full Page | 11,211 | 8,723 |
| 2/3 Page | 9,055 | 6,432 |
| 1/2 Page | 7,058 | 4,600 |
| 1/3 Page | 6,169 | 3,518 |
| 1/6 Page | 4,725 | 2,089 |

Contact the Advertising Department for premium positions.

Deadlines:

Space Reservations:
March 21, 2017
Publication Date:
May 2017

BUSINESS GEORGIA

Annual Economic Development Publication

In Fall 2017, Georgia Trend will publish the state's annual economic development publication that will be delivered to prime prospects for business relocations and expansions. It provides a wealth of information on the Georgia economy, skilled workforce, transportation, education and more. This publication will spotlight all the reasons that our state is an outstanding choice for business relocation, expansion and investment.



Distribution Channels:

- Site Selectors – Mailed to Corporate Site Selectors
- Georgia Department of Economic Development
- Chambers of Commerce around Georgia
- Industrial Development Authorities

Plus Business Georgia will be posted on the Georgia Trend website

Bonus:

With each page or partial page of advertising you purchase, you will receive an equal amount of FREE advertorial space in our Economic Development Showcase section.

Advertising Rates:

| | Four Color | B&W |
|-----------|------------|---------|
| Spread | \$12,452 | \$9,454 |
| Full Page | 7,192 | 5,512 |
| 2/3 Page | 5,715 | 4,041 |
| 1/2 Page | 4,443 | 2,869 |
| 1/3 Page | 3,874 | 2,176 |
| 1/6 Page | 2,948 | 1,268 |

Space Reservations: August 25, 2017

Total Annual Distribution: 30,000

ENGAGING EDITORIAL

Georgia Trend delivers engaging editorial, and 98% of subscribers regularly read us every month.

Advertisers benefit from features like these that are annual favorites with our readers:



- Georgian of the Year – January
- 100 Most Influential Georgians – January
- Annual Legislative Guide – February
- Economic Yearbook – April
- Technical Colleges in Georgia – April
- Georgia's Most Respected Business Leader – May
- College & University Directory – September

- 40 Under 40 – October
- Georgia's Top Hospitals – December
- Legal Elite – December
- Our State: Regional spotlights on Georgia cities and communities – monthly
- University Reports



Monthly columns and departments that are must-reads:

- From the Publisher, Neely Young
- Business Casual, Susan Percy
- Sustainable Georgia, Ben Young
- Georgia Fare, Krista Reese
- The Economy
- Georgia View
- Around the State – Economic Development



Georgia Trend partners with leading statewide associations to bring readers comprehensive, relevant and timely information.

- Association County Commissioners Georgia (ACCG)
- Georgia Economic Developers Association (GEDA)
- Georgia Municipal Association (GMA)
- Georgia Research Alliance (GRA)
- Small Business Development Center at UGA
- Georgia Chamber of Commerce
- Atlanta Regional Commission

Contact us to see how your organization will benefit from a partnership with Georgia Trend.

Annual Publications

Small Business Guide

Published: May 2017



Business Georgia

Published: October 2017



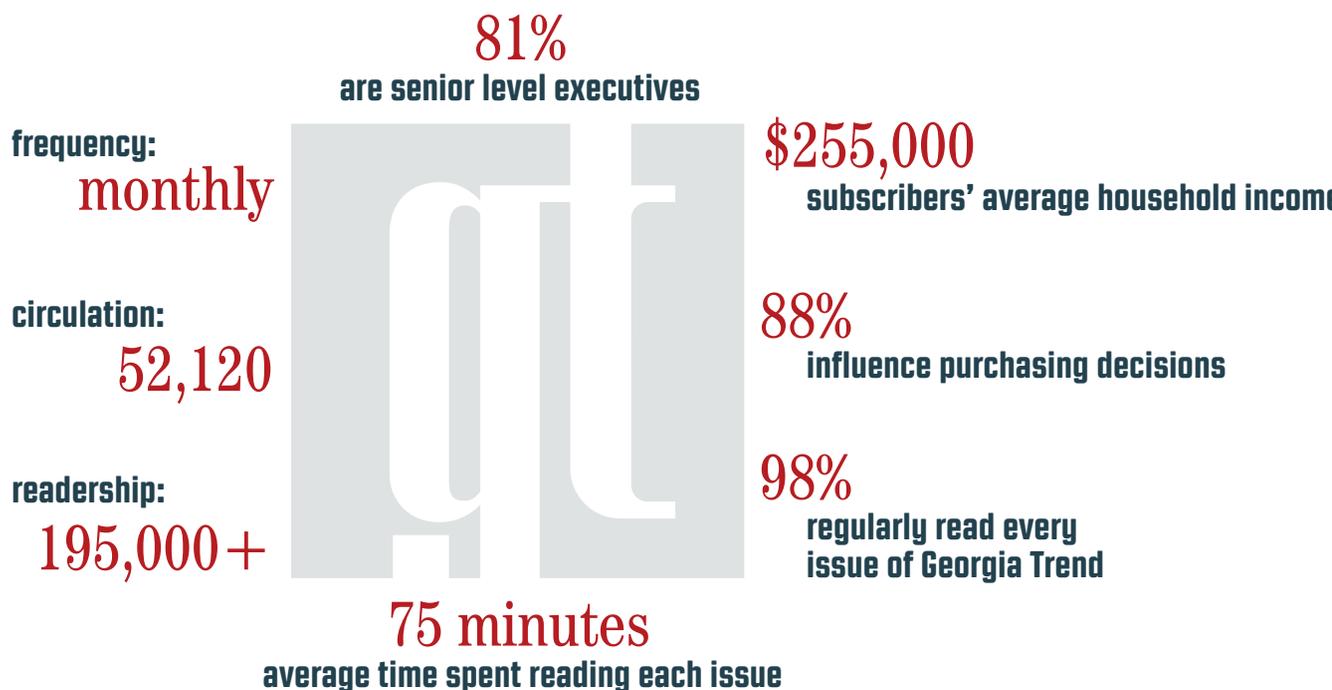
See separate sheet for more information

AT A GLANCE DEMOGRAPHICS

Reach Leaders in Atlanta and Across Georgia With One Media Buy

Georgia Trend is the only publication that covers the people, companies, issues and trends that define Georgia. Our subscribers are the leaders who shape our state – leaders in business, politics and economic development.

Statewide circulation – Now you can reach every large metro, large city and small town across the state.



Audited Circulation Ensures You Reach Engaged Readers

Georgia Trend is audited by CVC – Circulation Verification Council. This is a valuable validation of our circulation. You can depend on the accuracy of the information.

2017 ADVERTISING RATES

Four Color Rates:

| Ad Size | 12x | 9x | 6x | 4x | 1x |
|---------------|----------|----------|----------|----------|----------|
| 2-Page Spread | \$15,257 | \$16,484 | \$17,705 | \$19,129 | \$20,351 |
| Full page | 8,421 | 9,057 | 9,744 | 10,539 | 11,211 |
| 2/3 page | 6,791 | 7,334 | 7,877 | 8,511 | 9,055 |
| 1/2 page | 5,293 | 5,716 | 6,140 | 6,634 | 7,058 |
| 1/3 page | 4,625 | 4,996 | 5,367 | 5,798 | 6,169 |
| 1/6 page | 3,544 | 3,827 | 4,110 | 4,441 | 4,725 |

Black & White Rates:

| Ad Size | 12x | 9x | 6x | 4x | 1x |
|---------------|----------|----------|----------|----------|----------|
| 2-Page Spread | \$11,712 | \$12,657 | \$13,595 | \$14,689 | \$15,627 |
| Full page | 6,541 | 7,065 | 7,589 | 8,199 | 8,723 |
| 2/3 page | 4,823 | 5,209 | 5,595 | 6,046 | 6,432 |
| 1/2 page | 3,450 | 3,726 | 4,002 | 4,324 | 4,600 |
| 1/3 page | 2,639 | 2,849 | 3,060 | 3,306 | 3,518 |
| 1/6 page | 1,566 | 1,692 | 1,817 | 1,963 | 2,089 |

Adding a Color to Black and White Ads:

For any size ad, add the appropriate color rate below to the contracted B&W rate:

One process color: \$550 One matched (PMS) color: \$650

Premium Positions:

| Position | 12x | 6x |
|--|----------|--------|
| Inside Front | \$10,823 | 12,101 |
| Inside Back | 10,148 | 11,154 |
| Back Cover | 11,977 | 13,164 |
| Page 3, Page 4, and all guaranteed positions, add 15% to applicable black and white rates. | | |

Contact:

Amanda Patterson:
770-558-8701 patterson@georgiatrend.com

Carolyn Gardiner:
770-558-8703 carolyn@georgiatrend.com

Lane Henderson:
770-510-8722 lane@georgiatrend.com

Additional Opportunities

Sponsored Editorial

Tell your story or present your advocacy position to the decision-makers. Multi-page rates available.

Preprinted Inserts

2 pages,
rate per page:
\$3,437
4 pages,
rate per page:
\$2,992

Corporate Gift Subscription Program

This low-cost, 1-year gift subscription program lets businesses personalize their messages to clients or prospects, using cover wraps or coversheets.

DIGITAL MARKETING OPPORTUNITIES

GeorgiaTrend.com



Average monthly impressions: 53,829

| | Size | 3 Months | 6 Months |
|---------------------------------|--|------------|------------|
| Leaderboard | 728 x 90 | \$550/mo | \$500/mo |
| Island | 300 x 250 | \$450/mo | \$400/mo |
| Skyscraper | 160 x 600 | \$350/mo | \$300/mo |
| Sponsorships integrated package | includes videos, splash module and sponsored content | \$4,200/mo | \$3,800/mo |
| Home Page Video | video only | \$2,200/mo | \$2,000/mo |

File Types:

JPG: should be 60K or less

GIF: flat or animated – should be 60K or less

FLASH (.swf): should be 60K maximum

Georgia Trend Daily



Contact:

Carolyn Gardiner
at 770.558.8703
Carolyn@georgiatrend.com

Georgia Trend Daily delivers the major business news from across the state every morning to more than 6,200 opt-in subscribers, Georgia's business, political and civic leaders.

Make your message the first one they see in the morning!

| | Size | 3 Months | 6 Months |
|-------------------------------------|-----------|------------|------------|
| Top Banner + Four Press Releases | 640 x 79 | \$1,200/mo | \$1,000/mo |
| Box Ad + Three Press Releases | 213 x 177 | \$500/mo | \$425/mo |
| Box Ad (small) + Two Press Releases | 213 x 88 | \$350/mo | \$300/mo |

File Types: JPG, GIF, animated GIF, or PNG

EVENTS

Georgian of the Year/ Most Influential Georgians

January 2017

Recognizing the state's top leadership



40 Under 40

October 2017

Recognizing the Best and Brightest future leadership
around the state



Event Sponsorship Opportunities

As a sponsor partner of our two highly recognized and well-attended events, your company will enjoy increased recognition and enhanced relationships throughout the Georgia business community.



For details on each of these issues and sponsorship opportunities call 770.558.8701