

PUBLISHED BY **Atlanta**
MAGAZINE

GaBiz

The Magazine for Georgia Business

2023 Media Kit | Print & Digital Advertising Opportunities

GaBiz Magazine is The Magazine for Georgia Business.

The magazine is designed for Georgia C-Suite executives, business owners, entrepreneurs and those within Georgia's economic development community. As Georgia consistently ranks as the top state to do business, GaBiz was created to accentuate why Georgia remains a smart and strategic place to launch, grow or relocate a business. The magazine provides business leaders with relevant Georgia business news, resources, success stories and innovative approaches to doing business throughout the state of Georgia – all the while introducing those executives who play a key role in growing Georgia's business ecosystem.



In Every Issue

Off Duty • Talent Show • Family Business • Balance Sheet
Fast Lane • Follow The Leader • My Georgia

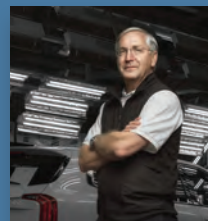
2022 Print Advertising

Rates	1x	2x	4x
Full Page	\$7,000	\$6,440	\$6,160
½ Page	\$4,350	\$4,000	\$3,830
¼ Page	\$1,600	\$1,450	\$1,395
2-Page Spread	\$14,000	\$12,600	\$12,320

Premium Positions

Cover 2 Spread	\$17,500	\$15,750	\$14,960
Cover 3	\$8,200	\$7,400	\$7,210
Back Cover	\$9,995	\$9,100	\$8,795

*Rates are net and include 4-color. Half pages are horizontal orientation.



Circulation 55,000

- Direct mailed to targeted site selectors, consultants and prospective business leaders looking to expand/relocate to Georgia
- Direct mailed to Georgia Chamber members
- Direct mailed to large and mid-sized Georgia companies to the C-Suite executive by industry
- Copies distributed at key state-wide industry events
- Bulk copies provided for trade missions, international offices, and special events such as The Red Carpet Tour
- Bulk copies provided to Chamber and Economic Development offices throughout Georgia
- Public place copies provided in private aviation lounges, business clubs and other targeted business "destinations"
- Sold on newsstands and via online throughout the year
- Copies provided to colleges, universities, Technical Schools and HBCUs
- Copies provided to statewide elected officials

2023 Editorial Calendar

March/April

Ad Space Close: January 15, 2023

Materials Due: January 18, 2023

Annual "Why Georgia" Yearbook

The annual issue that provides the definitive answer why Georgia is the number one state to do business.

May/June

Ad Space Close: March 15, 2023

Materials Due: March 19, 2023

The Innovation Issue

From start ups to legacy businesses – who's creating solutions and solving problems by innovating the way business gets done

Sept/Oct

Ad Space Close: July 17, 2023

Materials Due: July 21, 2023

The Georgia 1,000

The fastest growing companies, the most prominent businesses and Georgia's most powerful

Nov/Dec

Ad Space Close: September 16, 2023

Materials Due: September 18, 2023

The Georgia Makers

These companies lead the way when "Made in Georgia" is a label of pride. We'll profile craftsman and unique to Georgia products that make Georgia a great place to do business

Digital Advertising Opportunities

Digital Edition Sponsorship **\$3,500**

- Full page digital ad opposite the front cover of the digital edition
- Display banner ad on every page of issue
- "Brought to you by" mentions in promotional emails + on the digital edition webpage
- Display ads in all promotional emails
- 100% SOV of ad space on the GaBiz Magazine.com digital edition web page
- Logo inclusion on promotional website display ad

Run of Site Display Ads **\$1,225/month (\$3,675 total)**

- Homepage Units: (All ad spaces are sold as a bundle to four advertisers and will run for 90 days. The four advertisers receive 25% share of voice.)
- 970 X 250 Jumbo Leaderboard
- 300 X 600 Right Rail Vertical
- 300 X 250 Right Rail Square

All Other Pages

All ads are sold as a bundle and will run for 90 days

- 728 X 90 Leaderboard
- 300 X 600 Right Rail Vertical
- 300 X 250 Right Rail Square
- 300 X 250 Mid Page Square
- \$900 per month (\$2,700 total)

Supported formats: .jpg, .png, .gif, iframe/
Javascript tag, HTML5
Pixel tracking available
Must provide a target URL



Sponsored Content Package

(Two Available Per Month) **\$3,500**

- 600 – 800 word article with images and links
- Remains on homepage for 60 days
- Lives on "Featured Partners" page indefinitely
- 100% SOV on sponsored content landing page (728 X 90, 300 X 600, 300 X 250, 320 X 50)
- Sponsored social on Facebook, Twitter, Instagram & LinkedIn linking to sponsored article (2 posts each)
- 1x embedded link in Ga Biz Monthly Newsletter

Supported formats: .jpg, .png, .gif, iframe/
Javascript tag, HTML5
Pixel tracking available
Must provide a target URL

GaBiz Monthly Newsletter Takeover **\$2,495**

- 728 X 90 Leaderboard
- 300 X 250 Mid Page Square and Bottom Page Square

Supported formats: .jpg, .png, .gif, iframe/
Javascript tag, HTML5
Pixel tracking available
Must provide a target URL

Contact

Secure your spot for
2023 in The Magazine
for Georgia Business

Atlanta
MAGAZINE

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