

Did you know...

94% of those attending events take their show programs home with them?* An ad in Encore Atlanta will keep your company in the spotlight long after the final curtain.

* Source: Stagebill Audience Profile Study, AHF/Marco International Research



Discover the power of performance with Encore Atlanta

We are the official show program for The Fox Theatre, Atlanta Symphony Orchestra (at Woodruff Arts Center and Verizon Wireless Amphitheatre), Alliance Theatre and The Atlanta Opera.

"My wife and I were [at the Fox] this past weekend to see *The Color Purple* and loved it. Your magazine is fantastic and very helpful. Keep up the good work and we will see you soon."

— Brent Gebel
Milledgeville, Georgia

On average, **80,000 people** read **Encore Atlanta every month**, as they attend a play, symphony, ballet, opera or other performance. During the course of one year, a recurring ad in **Encore Atlanta will be seen by more than twice as many people as in any other upscale Atlanta publication.** Now that's what we call performance!

An annual schedule with Encore Atlanta will put your ad in the hands of more than 1.2 million active, influential consumers by audiences at shows presented by:

- Broadway Across America
- Theater of the Stars
- Alvin Ailey, Tyler Perry and other touring companies
- Delta International Series
- Atlanta Ballet's *The Nutcracker*
- Atlanta Symphony Orchestra at Woodruff Arts Center

Extend your reach to include Atlanta's most affluent neighborhoods and diverse arts-loving audience by advertising in Encore Atlanta's programs for:

- Verizon Wireless Amphitheatre at Encore Park
- Alliance Theatre
- The Atlanta Opera

Did you know...

Our audiences spend an average of \$50/ ticket? Last year they spent over \$47 million on tickets alone!* And they're always looking for things to do before or after the show ...

** Source: Fox Theatre, Atlanta Symphony Orchestra*

"I have been working with Encore for almost two years. The revenue and foot traffic that our advertising generates is amazing. Encore is by far the best advertising endeavor we have taken at Gordon Biersch in my 10 years with the Atlanta restaurant. Your team is a pleasure to work with, and are always introducing us to new opportunities for cross-promotion."

— Chris Ernest
Senior General Manager
Gordon Biersch

Encore Atlanta readers are an engaged, affluent and influential group of consumers.

The Encore Atlanta audience

- 55-72% female
- 25-60 years old (median age is 45)
- Highly educated: 75% have at least a college degree
- Affluent: Average household income is \$132,115

They are more likely than the typical consumer to:

- Own stocks, mutual funds and securities worth more than \$25,000
- Purchase personal liability or travel insurance
- Own an investment property
- Rent a vacation or weekend home
- Buy luxury or imported cars

They are:

- Philanthropic supporters of community and charitable organizations
- Managers, executives, board members and business owners
- Heavy users of cell phones, computers and PDAs
- Avid travelers in search of unique destinations and experiences
- Frequent restaurant and hotel patrons
- Active participants in sports and other recreational activities

By advertising in Encore Atlanta you'll get:

- Exposure and brand recognition
- Your message in front of a large audience of upscale, educated arts patrons, active theater-goers and visitors
- Association with well-respected arts organizations
- A positive, motivating environment surrounding your advertisement
- Group ticket, sponsorship and pre-show event opportunities (ask your sales rep)

Sources: ASO Patron Study, Fox Theatre Marketing Point Study, The League of American Theatres and Producers' "Who Goes to Broadway" study, The Audience for Touring Broadway: A Demographic Study

"We had a meeting with our Web site host this week and reviewed the year-end number. It is a great thing that our strategic linking partnership [with the Fox Theatre] has done for us! This partnership, created by Encore Atlanta, has really been a boon. This linkage is our No. 1 outside source for traffic to the brand Web site. I am very pleased with these results."

— Stacey Martin
General Manager
Ellis Hotel

Reach Encore Atlanta's diverse audience 365 days a year

The Fox Theatre and the Atlanta Symphony Orchestra present a unique roster of entertainment every month. Each presenting organization and show series has its own following, ensuring that your message will be hand-delivered to the most diverse, upscale audience in Atlanta. Here's a brief rundown of the audiences you reach with one annual ad buy.



Broadway Across America's performances tend to appeal to late generation-Xers and the culturally adventurous. They have a balanced mix of attendees, attracting both families and single Atlantans of all ages.



Theater of the Stars performances appeal to more of a family audience than others. These performances are a great time to reach out to families, active adults, empty nesters and baby boomers.



The Atlanta Symphony Orchestra performances attract an established crowd of affluent Atlantans for the classical series, younger audiences for their SuperPOPS! series and audiences of all ages for Family, ASO Chorus and Youth Orchestra shows.



Fox Theatre's Delta International Series

The Fox Theatre's Delta International Series brings shows that appeal to a wide and varied multi-cultural audience. Each performance appeals to a different niche audience.



Periodically, other shows produced by groups such as Tyler Perry and Alvin Ailey American Dance Theater come to the Fox, bringing with them culturally diverse audiences that don't usually patronize the theater.

ATLANTA BALLET

Atlanta Ballet's *The Nutcracker* is a family tradition. Every year, it attracts a multi-generational crowd, some of whom travel from other states to enjoy the show.

"If last night is any indication of the quality of your [Dinner & Show] offers, you definitely have a repeat customer in me. And since word of mouth is the best advertising, my friend and I will definitely tell others."

— Charles Green,
Atlanta

"Thank you so much for including us in the Encore Atlanta [Buzz]! We have had several people contact us who had heard of us through your magazine. I just wanted to let you know how much we appreciate it!"

— Nicole Mermans
Owner
The D.A.I.R. Project

Encore Atlanta: Special marketing opportunities

At Encore Atlanta, it's all about relationships. We produce editorial that audiences value and programs that enhance their enjoyment of the arts. They take our magazine with them to remind them of a wonderful night out and identify our advertising partners as companies that support and uphold institutions they value. We realize that you need to reach your target audience in several different ways. Here are some of the special programs we've developed:

Special editorial sections

Fox Theatre programs feature a special dining section, where we list current restaurant advertisers. Talk to your sales representative about putting together a special shopping, products and services, or travel section to spotlight your business.

Contests

Do you have something special to offer? Advertise it with a contest on EncoreAtlanta.com. Offers are cross-promoted to our audiences on Facebook and Twitter.

Dinner & Show

Encore Atlanta has teamed with the Fox Theatre, Atlanta Symphony Orchestra, Alliance Theatre and Atlanta Opera to create a New York-style dinner and show package for one low price that has been hugely successful in increasing traffic to participating restaurants. Presenting sponsor opportunities and hotel room add-ons also may be arranged.

The Buzz

Do you have a new store, car, gadget, event, service, line of beverages, or a nother product you'd like to promote? The Buzz is our monthly "shopping list" of everything cool.

EncoreAtlanta.com

A variety of online advertising opportunities are available to you on EncoreAtlanta.com. Every month, a digital digest of new content is e-mailed to our database. (Our list grows, on average, by 2,000 names a month.) E-mail digest sponsorships also are available.

Promote Your Message

Through sister company Promote Your Message, your business has access to low-cost, high-quality promotional items and an experienced sales staff that will help you identify the best way to fulfill your branding/promotional needs.



verizonwireless AMPHITHEATRE

At Encore Park



Did you know...

The average household income of Verizon Wireless/ASO audience members is almost \$80,000/year more than the average Fulton County resident?*

* Source: US Census Data, City-Data.com

"Encore Atlanta is looped into all of the top social and cultural events in Atlanta and being a part of their programs has brought us nothing but satisfied customers."

— Bob Amick
Owner and Founder
Concentrics Restaurants



Reach North Atlanta's wealthiest consumers

Atlanta Symphony Orchestra's 12,000-seat Verizon Wireless Amphitheatre at Encore Park attracts an affluent audience from North Atlanta's suburban neighborhoods.

An ad buy in Encore Atlanta's summer show program puts your brand in the hands of these influential consumers who want to support the arts and businesses in their backyard.

The Verizon Wireless/ASO audience:

- Average age: 53 years old
- Average household income of \$133,055/year
- College educated (85%)

Source: 2008 VZWAMP eSurvey

Alliance

Theatre at the Woodruff



“What we love about Encore Atlanta is it’s not just a show program; it’s a magazine. You want to take it with you to read later. You’re not just going to throw it away or leave it in the theater.”

— Scott Auer
Director of Marketing
& Advancement
Alliance Theatre

Reach a diverse, affluent community of young arts lovers

The Tony Award-winning Alliance Theatre is a regional treasure. Not only does it produce family friendly works and world premieres, it also has launched several Broadway-bound shows. For its tireless dedication to new work, minority theater and innovative programs, it has earned the reputation of being a cutting-

edge theater with deep local roots that is a major player on the national arts scene. Encore Atlanta is proud to be the exclusive show program for the Alliance, which gives its advertisers the opportunity to get in front of an incredibly diverse audience of active consumers.

The Alliance Theatre audience:

- 62% are female
- 52% are 18-54 years old
- 56% have a household income of more than \$100,000/year
- 86% have at least a college degree
- 32% are African-American, Latino or Asian

Source: Alliance Theatre

ARIA



THE ATLANTA OPERA



"Encore Atlanta has given our clients some great returns so I know it definitely 'works.'"

— Heidi Deitrich
Account Manager
Carroll/White Advertising

Reach 35,000 affluent and influential North Atlantans

Encore Atlanta's custom publication Aria is the exclusive show program for the Atlanta Opera. Nearly 35,000 Atlanta Opera patrons attended shows at Cobb Energy Performing Arts Centre last season. Let us help you reach this affluent, influential audience of well-educated, family-oriented consumers.

The Atlanta Opera audience: Stable, affluent, well-educated

- 68% of the audience is aged 45 or older
- 26% are between 25-44 years old
- 70% hold a college or post-graduate degree
- 67% are married
- 35% have a child in the household that is aged 17 or younger
- 98% own their own home; only 2% rent
- 67% live outside the I-285 Perimeter
- 75% have a household income of \$70,000+
- 37% have a household income of \$125,000+
- 41% have a net worth of \$500,000+

Source: Atlanta Opera