

# SLUG magazine



## BUILD COMMUNITY WITH US

*SLUG* constitutes Utah influencers.

We're smart creatives.

We use our unique voice to nurture  
what's important in inspiring  
a healthy community:

**MUSIC, ART, LIFESTYLE AND EVENTS.**

*SLUG* (an acronym for  
SaltLakeUnderGround) *Magazine*  
has been covering the local  
Salt Lake City scene since 1989.

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## LOYAL READERS

**78%** of readers have been consuming *SLUG* regularly for three or more years.

## AGE

**58%** of *SLUG* readers are between the ages of 21 and 34

**37%** of *SLUG* readers are 35 and older

## GENDER

**49%** of *SLUG* readers identify as women

**48%** of *SLUG* readers identify as men

**3%** of *SLUG* readers identify as non-binary

## HIGHLY EDUCATED

**58%** have earned an Associates Degree or higher

**46%** have earned a Bachelors Degree or higher

**12%** have earned a Masters Degree or higher

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## COMMUNITY-FOCUSED

**92%** of *SLUG* readers attend community arts, entertainment and cultural events on a regular basis

## ENGAGED

**75%** of *SLUG* readers have attended or participated in a *SLUG* event and/or promotion

## CONCERTS

**89%** of *SLUG* readers attend live shows on a regular basis

## ART-LOVERS

**82%** of *SLUG* readers attend arts-specific events on a regular basis

## LOCAL-ORIENTED

**95%** of *SLUG* readers consider shopping and eating locally important

## FOOD & DRINK

**84%** of *SLUG* readers drink liquor, beer and/or wine

**75%** of *SLUG* readers go out to eat once a week or more

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# MUSIC

Since its inception, *SLUG Magazine* has reported on the local, national and international music scenes. With monthly music reviews, artist interviews, music showcases and more, you can rely on *SLUG* to let you know who to add to your next playlist.



Photo: John Carlisle | Joshy Soul & the Cool

# ARTS

With a strong local-centric focus, *SLUG* provides coverage on everything from film festivals to new museum and gallery exhibitions.



Photo: Talyn Sherer | UMOCA Exhibition "Fluid Art" in 2015

# LIFESTYLE

*SLUG's* lifestyle coverage spans local food and beer reviews, street style and LGBTQ+ spotlights, which distinguishes and reflects our demographic.



Photo: Tyson Call | Jessica Haggett, founder of the Litass

# EVENTS

More than just a magazine, *SLUG* hosts several events throughout the calendar year, including: enter-to-wins; skate; ski and snowboarding competitions; urban-cycling scavenger hunts; local-band showcases; annual anniversary parties and more.



Photo: Niels Jensen | Roughside of the Lens Film Premiere

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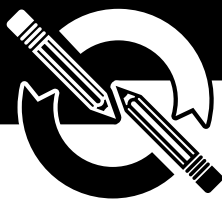
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## DISTRIBUTION

*SLUG Magazine's* print edition streets the first Friday of every month and can be found "anyplace cool." Our print magazines feature an assortment of themes.



**SLUGMAG.COM** releases exclusive digital content throughout each week. You can see *SLUG's* marketing team at various events around the valley, like the Downtown Farmer's Market or the Twilight Concert Series, promoting *SLUG* and cultivating new readers.

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