SLUG constitutes Utah influencers. We’re smart creatives. We use our unique voice to nurture what’s important in inspiring a healthy community: MUSIC, ARTS, LIFESTYLE AND EVENTS.

SLUG (SaltLakeUnderGround) Magazine has covered the local Utah scene since 1989.
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 associate degree or higher
46% have earned a bachelor’s degree or higher
12% have earned a master’s degree or higher

MUSIC • ARTS • LIFESTYLE • EVENTS
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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.

CONCERTGOERS

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 local shopping and eating 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.

MUSIC • ARTS • LIFESTYLE • EVENTS

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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.

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

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

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.
**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 also find *SLUG*'s marketing team at various events around the valley, like the Downtown Farmers Market or the Twilight Concert Series, promoting *SLUG* and cultivating new readers.