

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, ARTS, LIFESTYLE AND EVENTS.

SLUG (SaltLakeUnderGround)
Magazine has covered the local
Utah scene since 1989.

**FOR ADVERTISING OPTIONS &
PRINT / DIGITAL TECHNICAL SPECIFICATIONS**

**CONTACT US ABOUT
ADVERTISING RATES**

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

**FOR ADVERTISING OPTIONS &
PRINT / DIGITAL TECHNICAL SPECIFICATIONS**

**CONTACT US ABOUT
ADVERTISING RATES**

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

**FOR ADVERTISING OPTIONS &
PRINT / DIGITAL TECHNICAL SPECIFICATIONS**

**CONTACT US ABOUT
ADVERTISING RATES**

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's 2015 Fluid Art event.

LIFESTYLE

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



Photo: Tyson Call | Jessica Haggett, founder of The Litias

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.

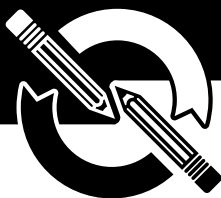


Photo: Niels Jensen | Roughside of the Lens 2016 Film Premiere

MUSIC • ARTS • LIFESTYLE • EVENTS

FOR ADVERTISING OPTIONS & PRINT / DIGITAL TECHNICAL SPECIFICATIONS

CONTACT US ABOUT ADVERTISING RATES



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.

MUSIC • ARTS • LIFESTYLE • EVENTS

**FOR ADVERTISING OPTIONS &
PRINT / DIGITAL TECHNICAL SPECIFICATIONS**

**CONTACT US ABOUT
ADVERTISING RATES**