



EVENT PUBLICITY & DEMOGRAPHICS

The seventh annual Granville Art Affair & Wine Festival is presented by Grand Scheme Promotions, LLC. Our sponsorship program provides your business with terrific reach and exposure through a strategic marketing plan targeting over 100,000 select Ohio homes. Sponsors benefit from our extensive marketing plan including newspaper, magazine, radio, internet, social media outlets including Facebook and Twitter, website, television and email blasts via Constant Contact. Over \$20,000 was spent on advertising in 2014. This grand event is positioned to attract over 5,000 visitors in 2015.

Emphasis in planning this event is placed on future growth potential, community involvement, and increased opportunities for your business.

This art and wine event offers an art show featuring over 80 artists, hands-on art activities for all ages, fine food vendors, live music, wine and beer tasting, polo match an elite car display and extended art experiences.

Wine ticket proceeds benefit the Christopher Carlson Foundation helping families facing pediatric cancer.

For an Advertising & Promotional Schedule from the 2014 event, please contact us at (614)579-5743.

Event Demographics

Estimated attendance at the 2014 show was 4,000+ with 58% of the visitors residing outside of Licking County.

Extensive magazine advertising targeted the following market areas:

Ohio Magazine

- ❖ Delivers ten designated market areas (DMAs), a subscriber base of 80,000, and a readership of 378,000. A typical Ohio Magazine reader is 51, 57%/43% female/male with a median household income of \$100,000.
- ❖ **April, May and June 2014 issues:**
 - ❖ Central Ohio Event Enhanced listing with 4-color photo
 - ❖ 1/3 page (4 5/8" x 4 7/8"), 4-color ads

Columbus Monthly Magazine

- ❖ Readers are 62% female/38% male with an average of 57.4 with a median household income of \$194,300. 70% of readers are married.
- ❖ **May 2014 issue:** 1/2-page, horizontal 4-color ad
- ❖ **June 2014 issue:** Full-page, 4-color ad

Columbus CEO Magazine

- ❖ Readers are 42% women, 58% men with an average age of 40 and average household income of \$366,000.
- ❖ **June 2014 issue:** 1/3 page (4 5/8" x 4 7/8"), 4-color ad

Capital Style Magazine

- ❖ **May/June 2014 issue:** 2/3-page, 4-color ad

Love at First Sip Magazine

- ❖ **April 2014 issue:** Event was featured in Greater Licking County Convention & Visitors Bureau full-page ad.

Presented by Grand Scheme Promotions, LLC

P.O. Box 188 Granville OH 43023 | (614) 579-5743 | www.granvilleartaffair.com | granvilleartaffair@roadrunner.com