

Atlanta
MAGAZINE'S

HOME

2019 MEDIA KIT



Atlanta
MAGAZINE'S

HOME



**Bright
Ideas**

GALLERIST
GREGG IRBY
MAKES HOME
HER CANVAS

↑
PLAYFUL
MEETS PROPER
IN A MAJESTIC
NEEL REID

ADD A BIT OF
WALLPAPER
FOR INSTANT
CHARM

STYLE & SUBSTANCE

Atlanta Magazine's HOME captures life in the capital of the South. After covering this city for more than half a century, no one understands it like we do.

Atlanta is a thriving urban center rooted in the traditions, handcrafts, beauty, diversity, hospitality, and rich culture of our region. This magazine isn't just another book about decorating—although we're all about pretty spaces. It's about celebrating a sense of place, savoring the finer things in life, and creating homes that inspire and comfort us every day. Atlanta Magazine's HOME delivers sophisticated, meticulously curated home design four times per year as a standalone publication.

TOTAL CIRCULATION OF

38,638**24,561**copies polybagged to *Atlanta* magazine paid subscribers in the most affluent zip codes**4,400**

copies sold on newsstands throughout the metro area and in home specialty retail stores

4,177

to-the-trade copies direct-mailed to: interior designers, architects, remodelers, home builders, and kitchen & bath designers

3,000

copies distributed at home and design events, home retail stores, and showrooms

2,500

copies mailed directly to new residents of primary homes in Atlanta

Our readers build their nests to reflect their lives—with perfection and pride. *Atlanta Magazine's HOME* serves as the trusted source for home inspiration through engaging storytelling, stunning photography, and award-winning art direction. Our audience turns to us to match them with most intriguing home design worthy of a place in their homes.

AVERAGE NET WORTH

\$1.7M

AVERAGE HOUSEHOLD INCOME

\$253K

AVERAGE MARKET VALUE OF PRIMARY HOME

\$544K

FEMALE / MALE SUBSCRIBERS

55% | 45%

READER

PURCHASING
POWER**4x**MORE LIKELY TO BUY
A **SECOND HOME****24x**MORE LIKELY TO USE AN
INTERIOR DESIGNER**57%**PLAN TO PURCHASE
FURNITURE WITHIN
12 MONTHS**54%**PLAN TO **LANDSCAPE** THEIR
YARD WITHIN 12 MONTHS**42%**USED A
REMODELER/CONTRACTOR
IN THE PAST 12 MONTHS**39%**PLAN TO **REDECORATE**
WITHIN 12 MONTHS

ATTENTION SHOPPERS | **43%** of readers plan to
purchase jewelry within the next 12 months

SPRING
Bright Ideas!

Take a tour of Atlanta's most cheerful homes—these spaces are colorful, punchy, and full of life. Get tips on how to incorporate happy hues, compelling art, and vivid patterns into your home. From gardens to powder rooms to master suites, the season's chicest paint colors, fabrics, and new materials are on display. Don't miss: our home organization guide to getting your home in perfect shape.

SPACE CLOSING | January 7
ADS DUE | January 9
MAIL SUBSCRIBERS | February 13
ON NEWSSTANDS | February 25

SUMMER
Land Lovers

Horse farms, rambling gardens, old barns, and country estates—find them all in metro Atlanta. While some people retreat to the country for the weekend, others make it their full-time home. With a focus on indoor/outdoor living, from modern farmhouses to rustic retreats, this issue delves into how to find your dream country house—or just how to get a piece of the style. Don't miss: our look at landscape design trends.

SPACE CLOSING | April 5
ADS DUE | April 8
MAIL SUBSCRIBERS | May 13
ON NEWSSTANDS | May 27

FALL
The Kitchen & Bath Issue

Get ready for wow factor! This issue highlights the most important rooms in a house—and we showcase the best. Drool over beautiful tile and surfaces, the latest in smart home technology and appliances, the most coveted fixtures, and dramatic tubs and basins. It's all about turning your kitchen into a culinary wonderland and your bathroom into an at-home spa.

SPACE CLOSING | June 28
ADS DUE | July 1
MAIL SUBSCRIBERS | August 12
ON NEWSSTANDS | August 26

WINTER
City Living

Atlanta real estate now is all about walkability—whether it's OTP or ITP. Spaces may be smaller—but they're just as big on style. Chic townhomes and glam intown high-rises offer exciting amenities and creative solutions for living large, while the neighborhoods themselves draw a crowd. This issue highlights the hot places to live now—plus tips for finding a home and making it your own.

SPACE CLOSING | October 4
ADS DUE | October 7
MAIL SUBSCRIBERS | November 13
ON NEWSSTANDS | November 25

ADVERTISING RATES

	1X	2X	4X
FULL PAGE	\$5,215	\$4,505	\$3,945
2/3 PAGE	\$4,440	\$3,815	\$3,345
1/2 PAGE	\$3,590	\$3,090	\$2,710
1/3 PAGE	\$2,605	\$2,315	\$2,005
1/4 PAGE	\$1,465	\$1,320	\$1,100
1/6 PAGE	\$950	\$800	\$680

*PREMIUM POSITIONS**

- BACK COVER** \$6,560
- INSIDE FRONT COVER** \$6,010
- INSIDE BACK COVER** \$6,010

* Premium positions must be on contract for four issues; all rates are net rates and include 4-color; TOCs, Editor's Letter and Page 1 add 10% to page rate.