Refined Renovations
THE CLEVER REIMAGINATION OF A SPRAWLING HISTORIC ESTATE
A DRUID HILLS CHARMER BRIMS WITH ENCHANTING DETAILS
KITCHEN REYAMPS, FROM EASY TO ELABORATE

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

36,000

24,000
copies polybagged to Atlanta magazine paid subscribers in the most affluent zip codes

4,000
copies sold on newsstands throughout the metro area and in home specialty retail stores

3,000
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

2,000
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 the most intriguing home design worthy of a place in their homes.

AVERAGE NETWORTH

$1.7M

AVERAGE HOUSEHOLD INCOME

$253k

AVERAGE MARKET VALUE OF PRIMARY HOME

$544k

FEMALE / MALE SUBSCRIBERS

55% | 45%

REACH & READERS

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

SOURCES: CIRCULATION VERIFIED BY BUREAU VERITAS CIRCULATION VERIFICATION BOARD ON MAY 1, 2017
SCOUT
Discover the best local and national products, shops, services, and trends. From local artisans to retailers to trade-only sources, we offer ideas to inspire both decorating enthusiasts and interior design professionals.

STYLE
A look at chic living in Atlanta, from entertaining to culture. Find expert advice from Atlanta’s style makers, hotspots around town, and artists on the rise.

SPACES
Real estate and housekeeping: extraordinary homes, condos, and second home communities. Plus, inspiration and products for home remodeling, organization, and renovation.

FEATURES
Take a look inside some of Georgia’s most outstanding homes. Savor lavish photography, fascinating stories, and advice from the city’s most talented designers.

SHOP OUR STORIES
A reference guide that details where to find the products featured in each issue.

ON OUR RADAR
A calendar of upcoming happenings, exciting events and exhibitions, and local design news.

ADVERTISING + PRODUCT DIRECTORY
Advertiser profiles and their must-have products and services.
SPRING
Family Time
People are what make a house into a home. In this issue, we feature a wide range of homeowners with different styles who've created beautiful havens for those they love. Our plan for hosting your own Mother's Day Brunch ensures even more special memories. On the opposite end of the spectrum, we feature an upscale New York apartment as a second home—because it's fun to dream about glamorous getaways. Look for more upscale second-home escapes in our real estate department.

PLUS: SECOND HOMES & PREMIERE PROPERTIES
SPACE CLOSING | January 6
ADS DUE | January 8
MAIL SUBSCRIBERS | February 10
ON NEWSSTANDS | February 24

SUMMER
Simple Elegance
Sometimes the most elegant homes are the simplest—whether they are a tiny cottage, a simple farmhouse, or a spacious contemporary estate. A well-edited interior creates a restful retreat and makes each special object stand out. Of course, many of us are also working remotely these days, and a disorganized desk can wreak havoc on your home's harmonious vibe. Check out our advice on creating a home office that will make it fun and easy to get the job done, without disrupting your zen.

PLUS: ROAD TRIP! SHOPPING FOR FURNITURE IN NORTH CAROLINA
SPACE CLOSING | March 30
ADS DUE | April 1
MAIL SUBSCRIBERS | May 11
ON NEWSSTANDS | May 25

FALL
Kitchen & Bath, Real Estate All-Stars
A year at home is enough to make everyone rethink their lifestyles, and Atlantans are pondering all kinds of changes—downsizing into a townhouse or into a condo, buying a first home, moving to a small suburban town, moving to an ex-urban farm, or just renovating an existing space. This fall we take a look at all the different options.

PLUS: OUR ANNUAL LOOK AT THE YEAR'S KITCHEN & BATH TRENDS
SPACE CLOSING | June 29
ADS DUE | July 1
MAIL SUBSCRIBERS | August 10
ON NEWSSTANDS | August 24

WINTER
Luxe Living
A new annual look at who's who in the Atlanta design world, initiating trends and injecting new ideas that change the way we live. From products and materials that simplify our lives to architects and builders who design new methods and designers who embrace the new and unexpected, it's a year-end celebration of groundbreaking design. Plus: the local icons who paved the way for the future.

PLUS: OUR INAUGURAL ATLANTA DESIGN AWARDS! OUR JUDGES SELECT THEIR FAVORITE PROJECTS AND INTERIORS & EXTERIORS
SPACE CLOSING | October 1
ADS DUE | October 5
MAIL SUBSCRIBERS | November 9
ON NEWSSTANDS | November 23
Atlanta Magazine’s HOME leverages the digital brand of atlantamagazine.com to provide our digital audience with custom, curated home content. Our digital platforms provide additional touch points for our readers to connect with the Atlanta Magazine’s HOME brand. In addition to updated and focused home content, we provide our digital users with an abundant directory of resources for everything they need for their homes.

**HOME CHANNEL**

**AVERAGE MONTHLY PAGE VIEWS**
36,390

**AVERAGE MONTHLY UNIQUE VISITORS**
33,000

**FEMALE / MALE**
56% | 44%

**HOME EMAIL NEWSLETTER**

**LIST SIZE**
10,200

**OPEN RATE**
25.09%

**DIGITAL AUDIENCE INTERESTS**

- More likely to have an interest in home & garden: 4.1x
- More likely to have an interest in real estate: 5.7x
- Has a current home value of $250K+: 63%
- More likely to be a pre-mover: 5x

**DIGITAL EDITION AVAILABLE ON**
atlantamagazine.com

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**Stories Worth Sharing**

Our digital reach doesn’t stop on our site. We are everywhere our audience is—it’s all about going viral.

- Twitter: 499K+ followers
- Facebook: 61K+ followers
- Instagram: 109K+ followers

**Sources:**
Google Analytics, 3/1/2019-4/30/2019; HUBSPOT, 3/1/2018-4/30/2019; QUANTcast, 2019; Twitter: 11/30/18; Facebook: 11/30/18; Instagram: 11/30/18
Share your marketing message on our digital platforms to **REACH MORE THAN 2.35 MILLION PEOPLE** each month. Connect with the most desired readers in the market through our digital platforms and appear in their newsfeeds through a trusted source. Digital sales offerings include e-newsletter ads, 100% SOV eblasts, native content, and sponsored social media posts.
We are known for producing the city’s most talked-about events. Atlanta Magazine’s HOME provides clients with the same access to our network of targeted and affluent attendees while providing turnkey, professionally staged events—guaranteed to bring tremendous exposure to the design community. From store openings to custom, branded events that provide targeted engagement, we deliver an experience that achieves your brand’s objectives.

CUSTOM EVENT OPPORTUNITIES INCLUDE:
Panel discussions, showroom sip and strolls, private dinners, designer networking events, Atlanta Magazine’s HOME issue release parties, and more!
Attach your brand as an event sponsor to our signature events for brand visibility during event pre-promotion, on-site event activation, and post-event recap exposure.

**SIGNATURE EVENT OPPORTUNITIES INCLUDE:** Atlanta Magazine’s HOME Showhomes, Women Making a Mark Reception, Influencer Sneak Peek Parties, Top Doctors Reception, Dines Party, Super Lawyers, Whiskey Festival, Groundbreaker Awards, Best of Atlanta Winners Reception, and more!
# ADVERTISING RATES & SPECS

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**PREMIUM POSITIONS**

- BACK COVER $6,880
- INSIDE FRONT COVER $6,310
- INSIDE BACK COVER $6,310

*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.

# CONTACT

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