ATLANTA MAGAZINE’S DIGITAL FOOTPRINT REACHES 3.29 MILLION PEOPLE MONTHLY

ENGAGEMENT

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average pageviews per month</td>
<td>872,176</td>
</tr>
<tr>
<td>Average unique visitors per month</td>
<td>514,498</td>
</tr>
<tr>
<td>Average time on page</td>
<td>2 MIN, 49 SEC</td>
</tr>
</tbody>
</table>

ACQUISITION FROM ORGANIC GOOGLE SEARCH: 54%
ACQUISITION FROM SOCIAL MEDIA CHANNELS: 19%

AUDIENCE BREAKDOWN

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>43%</td>
</tr>
<tr>
<td>Female</td>
<td>57%</td>
</tr>
</tbody>
</table>

AGE BREAKDOWN:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;24</td>
<td>8%</td>
</tr>
<tr>
<td>25-34</td>
<td>26%</td>
</tr>
<tr>
<td>35-44</td>
<td>19%</td>
</tr>
<tr>
<td>45-54</td>
<td>16%</td>
</tr>
<tr>
<td>55-64</td>
<td>11%</td>
</tr>
<tr>
<td>65+</td>
<td>11%</td>
</tr>
</tbody>
</table>

SOURCES: Google Analytics, Instagram, Facebook, Twitter, Hubspot - 10/1/2019-9/30/2020.
AUDIENCE INTERESTS

2.6x
more likely to be interested in DINING OUT than average internet users

2.7x
more likely to be interested in REAL ESTATE than average internet users

2.3x
more likely to be interested in TRAVEL than average internet users

4.1x
more likely to be interested in AUTO than average internet users

ADVERTISE ON ATLANTAMAGAZINE.COM

OVER 6.3 MILLION SITE AD IMPRESSIONS PER MONTH

- RUN OF SITE ADS
- CHANNEL SPONSORSHIPS:
  Homepage, News & Culture, Food & Drink, HOME, Health & Wellness, Travel, Best of Atlanta

Ads are available in the following sizes:
- 300x250
- 300x600
- 320x50
- 728x90
- 970x250

OUR SOCIAL COMMUNITY

FACEBOOK
FOLLOWERS: 65K+

67% FEMALE
33% MALE

AVERAGE IMPRESSIONS PER POST: 6,000
AVERAGE ENGAGEMENT PER POST: 230

TWITTER
FOLLOWERS: 493K+

71% FEMALE
29% MALE

AVERAGE IMPRESSIONS PER POST: 2,500
AVERAGE ENGAGEMENT PER POST: 35

INSTAGRAM
FOLLOWERS: 126K+

69% FEMALE
31% MALE

AVERAGE IMPRESSIONS PER POST: 11,000
AVERAGE ENGAGEMENT PER POST: 290

Sources: Instagram, Facebook, Twitter - 10/1/2019-9/30/2020.
CREATE THE SAME BUZZ AROUND YOUR BRAND

Our digital reach doesn’t stop on our site—we are everywhere our audience is, and your business can be too! Advertise on Atlanta magazine’s social channels and reach an engaged audience that cares about what’s new and happening in the city.

SPONSORED FACEBOOK POST EXAMPLES

SPONSORED INSTAGRAM POST EXAMPLES

SPONSORED TWITTER POST EXAMPLES

SOCIAL BUZZ
WHY THEY LOVE US...

@matthewshaer The cover art gods at @AtlantaMagazine strike again.

@jesteveztv Thank you so much for including me on such a special issue. I can’t wait to read it cover to cover.

@edgarevansjr I’d like to get a blow up print of this to hang on my wall.

@cassaleeh Great cover and look forward to this important article!

@baldwinarchitect Read this issue. Very good work highlighting how restaurants have responded and are thriving. Thank you for sharing!

@cassaleeh Great cover and look forward to this important article!

@alabama_moonstruck This article was a really great read.

@carissatown This is such a good issue! Thank you especially for the feature on long-standing Memorial Drive restaurants.

@theessenceofyou Ooooh can’t wait to pick [this issue] up

SOURCES: Instagram, Facebook, Twitter - 10/1/2019-9/30/2020.
OUR CURATED NEWSLETTERS

REACH OPT-IN AUDIENCES

INTERESTED IN ENGAGING WITH EDITORIAL CONTENT

AVERAGE ENGAGEMENT

5,660
Average impressions

29%
Average open rate

All of our newsletters feature display ads in between editorial stories, allowing you to connect your brand to a niche opt-in audience.

OUR CURATED NEWSLETTERS

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THE DAILY BRIEF

The latest stories and news delivered daily

SENT TO: 29,100

FOOD & DRINK

The latest news about Atlanta’s dining scene

SENT TO: 22,800

HOME

Design, gardening, real estate news & advice

SENT TO: 10,000

HEALTH & WELLNESS

Where and how to stay fit in Atlanta

SENT TO: 8,800

GET YOUR MESSAGE TO OUR
EMAIL LIST OF 13,800 OPT-INS

With dedicated email blasts going out every Tuesday, Wednesday, and Sunday, advertisers have the opportunity to reach one of our biggest databases and target our audience with custom-branded content. In our monthly Travel and Things To Do newsletters, advertisers can be represented either with a 300x250 display ad or with a listing that includes a photo, copy, and URL.

100% SOV EMAIL BLAST

TRAVEL + THINGS TO DO NEWSLETTERS

AVERAGE ENGAGEMENT
2,920
Average impressions
22%
Average open rate
5.6%
Average click through rate

AVERAGE ENGAGEMENT
3,285
Average impressions
23%
Average open rate
1.5%
Average click through rate

Alongside our dedicated email blast and editorial e-newsletter takeover offerings which allow advertisers to tap into Atlanta magazine’s opt-in email audience, we offer extended reach via email to the specific target audience our advertisers want to get in front of. Through a data-rich third-party tool, Atlanta magazine is capable of honing in on the demographics and psychographics an advertiser has in mind for their ideal target group, allowing advertisers to reach tens of thousands of potential consumers in a simple, streamlined way.

**EMAIL AUDIENCE EXTENSION FEATURES**

- Ability to hone in on the precise target audience you are attempting to reach
- White labeling of emails so it appears as if they are coming directly from your organization
- Unlimited test email capability
- In-depth metrics reporting
- Service is fully compliant with all standard email delivery guidelines, including CAN-SPAM and data use
- List suppression is available; this will always be used if running a campaign through Atlanta magazine and audience extension

**TARGETING CAPABILITIES**

**GEOGRAPHY**
Zip code, DMA, state, county, city, SCF, CBSA

**DEMOGRAPHICS**
Age, gender, marital status, education, and more

**INCOME & WEALTH**
Net worth, household income, donation behaviors, and more

**BY INTERESTS**
More than 50 interests available for targeting including travel and dining out

**AUTO**
Market interest, auto owner, make and model, luxury owner, and more

**OCCUPATION**
Career change interest, occupation, and more

**BUYING ACTIVITY**
Credit card indicator, credit card user, shopping habits

**CHILDREN**
Number of children, age of children, gender of children, and more

**ETHNICITY & RELIGION**
Ethnicity, language, religion, and more

**HEALTH**
Ailments, glasses & contacts users

**TECHNOLOGY**
Presence of e-reader, satellite tv, electronics, and more

**HOMEOWNER**
Property type, mortgage amount, home value, number of rooms, and more

**HOUSEHOLD**
Number of adults, presence of veterans or grandparents, and more

**PERFORMANCE**
Because every target audience is different, there are no standard metrics for open rates and click through rates. Our team will consult with you on best practices for creatives and subject lines.

**PRICING**
Pricing for audience extension emails is done on a CPM basis. Our cost is $50 per 1,000 recipients. We will work with you to narrow your target audience down within your budget. There is a $2000/40,000 recipient minimum.
SPONSORED CONTENT

TELL YOUR STORY ALONGSIDE OURS

Sponsored content gives advertisers the opportunity to reach our audience in a style similar to editorial content. Your article will be hosted on atlantamagazine.com’s homepage and in the appropriate content stream.

SPONSORED CONTENT PACKAGES CAN BE CUSTOMIZED, BUT A BASIC PACKAGE INCLUDES:

- Content being hosted on the site in perpetuity
- Roadblock ads for up to three months
- Promotional ROS ads for up to one month
- Two boosted Facebook posts promoting the article
- Two Twitter posts promoting the article

AVERAGE SPONSORED CONTENT STATS

<table>
<thead>
<tr>
<th>PAGEVIEWS</th>
<th>VISITORS</th>
<th>TIME SPENT ON ARTICLE</th>
<th>WEBPAGE SOCIAL SHARES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,730</td>
<td>2,600</td>
<td>3:05</td>
<td>900</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL IMPRESSIONS</th>
<th>SOCIAL ENGAGEMENT</th>
<th>ROADBLOCK AD IMPRESSIONS</th>
<th>MINIMUM PROMOTIONAL AD IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>24,800</td>
<td>550</td>
<td>6,000</td>
<td>100,000</td>
</tr>
</tbody>
</table>

SOURCES: Google Analytics, Facebook, Twitter, Revive Ad Server - 10/1/2019-9/30/2020.
INFLUENCER PARTNERSHIPS

To increase reach and engagement, Atlanta magazine can hire an Atlanta-based influencer who creates content for your brand and shares to their social channels.

INFLUENCERS WE HAVE PARTNERED WITH INCLUDE:

SOURCEs: Google Analytics, Instagram, Facebook, Twitter, Revive Ad Server - 2020.

EXAMPLE

GET AWAY FROM IT ALL, GET LOCAL IN BROOKHAVEN

PAGEVIEWS
3,017

VISITORS
2,853

TIME SPENT ON ARTICLE
4:44

WEBPAGE SOCIAL SHARES
1,100

ATLANTA MAGAZINE + MANDY KELLOGG RYE SOCIAL IMPRESSIONS
173,825

ATLANTA MAGAZINE + MANDY KELLOGG RYE SOCIAL ENGAGEMENT
4,437

DISPLAY IMPRESSIONS
426,353

OVERALL CAMPAIGN IMPRESSIONS
603,195

SOURCEs: Google Analytics, Instagram, Facebook, Twitter, Revive Ad Server - 2020.
CUSTOM CONTENT SOLUTIONS

TYPES OF CUSTOM CONTENT WE CAN CREATE:
- Brackets
- Sweepstakes
- Quizzes
- Polls
- Contests
- Videos

BENEFITS OF CUSTOM CONTENT
- We bring your brand vision to life through interactive media
- Build ties with our website audience and engaged social community
- Meet your branding goals: gain leads, drive traffic, and tell a story

EXAMPLE

BBQ BRACKET

IMPRESSIONS DELIVERED
1,130,000

VOTES CAST IN THE BRACKET
18,685

PAGEVIEWS
16,892

VIDEO VIEWS
4,865

SOCIAL ENGAGEMENT
1,263

2018 Campaign included a webpage, bracket, giveaway entry form, social media, email, video, and run of site display ads

SOURCES: Google Analytics, 7/12/18-9/30/18; YouTube, 7/12/18-9/30/18; Facebook, 7/12/18-9/30/18; Twitter, 7/12/18-9/30/18; Instagram, 7/12/18-9/30/18.
Atlanta magazine has a long track record of delivering advertisers’ messages to our engaged print and digital audiences, making the expansion into extended digital audience reach a natural evolution in today’s increasingly online world. We are excited to pair our wide scale of existing advertising options with digital marketing services that can help our you, our advertisers, reach an ever-growing digital audience.

These digital marketing services are particularly unique in that we will work in close partnership with you throughout the entire campaign’s run—anywhere from months to years—to ensure the results we provide are on track with your goals. It will be a true partnership between our team and yours, and we look forward to providing the same consultative, communicative approach you can expect from our advertising services. Our team is a Google Partner and made up of AdWords Certified campaign managers.

See below for a look at the services we can provide and contact your account executive to begin a partnership with our dedicated digital marketing team.

**CAMPAIGN HIGHLIGHTS**

**SEARCH ENGINE MARKETING (SEM)**
- Tourism and Travel Campaign generated over 17,000 clicks in 2019 alone
- Retail Sales Campaign Generated 14,500 clicks in 2019 and over 200 conversions.

**GOOGLE AD NETWORK CAMPAIGNS**
- Travel Campaign delivered more than 20,000 clicks in 2019
- Wellness center received more than 7,000 highly targeted clicks in 2019.

**FACEBOOK ADVERTISING**
- Vacation Rentals company generated 50,000 clicks from a remarketing campaign targeting highly interested users.
# Digital Advertising Rates

**Homepage Takeover**
- **Impressions**: 180,000
- **Rate (Net Per Month)**: $3,200
- **Share of Voice**: 100%
- **Ad Dimensions**: 300x250

**News & Culture**
- **Impressions**: 1,300,000
- **Rate (Net Per Month)**: $20,000

**Food & Drink**
- **Impressions**: 600,000
- **Rate (Net Per Month)**: $10,800

**Home**
- **Impressions**: 215,000
- **Rate (Net Per Month)**: $3,800

**Health & Wellness**
- **Impressions**: 155,000
- **Rate (Net Per Month)**: $2,800

**Travel**
- **Impressions**: 140,000
- **Rate (Net Per Month)**: $2,500

**Best of Atlanta**
- **Impressions**: 25,000
- **Rate (Net Per Month)**: $450

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**Email List Sizes & Frequency**

<table>
<thead>
<tr>
<th>Email</th>
<th>List Size</th>
<th>Frequency</th>
<th>Avails Per Email</th>
<th>Rate Per Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daily Brief</td>
<td>29,100</td>
<td>Daily</td>
<td>1</td>
<td>$1000/week</td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>22,800</td>
<td>Weekly</td>
<td>1</td>
<td>$750</td>
</tr>
<tr>
<td>Home</td>
<td>10,000</td>
<td>Monthly</td>
<td>1</td>
<td>$350</td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>8,800</td>
<td>Monthly</td>
<td>1</td>
<td>$300</td>
</tr>
<tr>
<td>Travel</td>
<td>13,800</td>
<td>Monthly</td>
<td>2 Ads/5 Listings</td>
<td>$300/AD, $250/Listing</td>
</tr>
<tr>
<td>Things To Do In ATL</td>
<td>13,800</td>
<td>Monthly</td>
<td>2 Ads/5 Listings</td>
<td>$300/AD, $250/Listing</td>
</tr>
<tr>
<td>Custom</td>
<td>13,800</td>
<td>Weekly</td>
<td>1</td>
<td>$1,500</td>
</tr>
<tr>
<td>Custom Home</td>
<td>10,000</td>
<td>Bi-Weekly</td>
<td>1</td>
<td>$1,000</td>
</tr>
<tr>
<td>Audience Extension</td>
<td>40,000+</td>
<td>Daily</td>
<td>1</td>
<td>$2,000+ ($50 CPM)</td>
</tr>
</tbody>
</table>

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**Social Media Posts**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram Story</td>
<td>$3,000</td>
</tr>
<tr>
<td>Instagram</td>
<td>$1,000</td>
</tr>
<tr>
<td>Facebook</td>
<td>$500</td>
</tr>
<tr>
<td>Twitter</td>
<td>$300</td>
</tr>
</tbody>
</table>

**Ros Display Ads**

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250, 300x600, 320x50, 728x90, 970x250*</td>
<td>$15</td>
</tr>
</tbody>
</table>

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*List sizes subject to change. Databases are monitored for inactive subscribers that may be removed to ensure active and engaged users. All rates included on this sheet are net.*

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**Special Notes**

- All net rates are based on 100% SOV. We also offer run of channel SOV placements for each channel (excluding the homepage) at an $18 CPM.

- All impression/pricing varies for December/January buys.

- Only for homepage takeover.