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.
**REACH & READERS**

**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 NET WORTH**

$1.7M

**AVERAGE HOUSEHOLD INCOME**

$253k

**AVERAGE MARKET VALUE OF PRIMARY HOME**

$544k

**FEMALE / MALE SUBSCRIBERS**

55% | 45%

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**SOURCE:** GfK/MRI ATLANTA MAGAZINE SUBSCRIBER STUDY 2016, $100,000+ HH BASE. CIRCULATION VERIFICATION COUNCIL ATLANTA MAGAZINE SUBSCRIBER STUDY 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**
Outdoor Living

Outdoor spaces have become more and more critical to the way in which we live and entertain. “Backyarding” has become a verb, and homeowners are not only creating outdoor kitchens and gardens, but even outdoor offices and sleeping porches. This issue explores ways people are blending indoor and outdoor spaces, either at their primary residences or at second homes.

**SPACE CLOSING** | January 10
**ADS DUE** | January 10
**MAIL SUBSCRIBERS** | February 10
**ON NEWSSTANDS** | February 24

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**SUMMER**
Color Issue

Neutrals will always be classic, but hot Southern summers inspire us to have a little fun with color. Learn designer tricks for using color effectively, and come along as we visit some cheerful spaces sure to make you smile. This issue will provide expertise on how to apply color to every part of the home—from furnishings and wall coverings to paint colors inside and out.

**SPECIAL SECTION**
SECOND HOMES — increasingly the second home has become our refuge and escape — we’ll explore our favorite retreats from the Mountains to the Coast and everything in between.

**SPACE CLOSING** | March 30
**ADS DUE** | April 4
**MAIL SUBSCRIBERS** | May 11
**ON NEWSSTANDS** | May 25

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**FALL**
Kitchen & Bath

One of the most popular issues of the year, our annual Kitchen & Bath update on the year’s top trends and newest products, as well as ways to give your kitchens and bath timeless style. Feature after feature of our most treasured kitchen and bath spaces, plus the latest products for both spaces, will inspire.

**SPECIAL SECTION**
REAL ESTATE ALL-STARS — our annual guide to Atlanta’s top-performing real estate agents and teams.

**SPACE CLOSING** | June 29
**ADS DUE** | July 5
**MAIL SUBSCRIBERS** | August 10
**ON NEWSSTANDS** | August 24

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**WINTER**
Design Awards

Atlanta Magazine’s HOME introduces the first annual Atlanta Design Awards — a comprehensive awards program that recognizes design, architecture, new and renovative construction. This Awards issue will feature the winning projects with stunning imagery along with a resource guide of those partners who made these winning projects a reality.

**SPECIAL SECTION**
OUR ANNUAL HOLIDAY GIFT GIVING GUIDE

**SPACE CLOSING** | October 3
**ADS DUE** | October 6
**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**
4.1x MORE LIKELY TO HAVE AN INTEREST IN HOME & GARDEN
5.7x MORE LIKELY TO HAVE AN INTEREST IN REAL ESTATE
63% HAS A CURRENT HOME VALUE OF $250K+
5x MORE LIKELY TO BE A PRE-MOVER

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

**SOCIAL MEDIA FOLLOWERS**
499K+ FOLLOWERS (Twitter)
61K+ FOLLOWERS (Facebook)
109K+ FOLLOWERS (Instagram)

With print solutions ranging from display advertising to special section opportunities, advertisers are able to share their marketing message with our loyal readership.

**DISPLAY ADVERTISING**

- Two-page spread
- Full page
- 2/3 page
- 1/2 page
- 1/3 page
- 1/4 page

**SPECIAL SECTIONS**

- Premier Properties
- Shopping Guide
- Trending Now
- What’s New
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!
Our relationship with Atlanta magazine and Atlanta Magazine’s HOME has been a game changer for our business. The team at Atlanta magazine partnered with us across multiple projects, show homes, and publications. And we see the benefits of publication immediately, both in terms of our social media presence and in sales, when we have been featured.

—Dana Lynch
Dana Lynch Design
Principal Designer

Atlanta Magazine’s HOME offers a fresh perspective on the Southern design community. They are shining the light on cool artists and innovators, making them jump off the page and come to life.

—Patrick and Meghan Sharp
Mr. & Mrs. Sharp
Designers

We had the pleasure of working with the Atlanta Magazine’s HOME team on the 2018 Pinewood Forest Idea Home. We built a wonderful, collaborative partnership with this talented group of people and were given access and exposure to their network professionals. We appreciate their help in seeing our vision and making it a reality.

—Jason Morris
Redwood Home Builders
Founder and Project Manager

We love Atlanta Magazine’s HOME because they tell the rich stories of our local design community. We have a real voice in the South and the magazine shares it beautifully.

—Mark Williams and Niki Papadopoulos
Mark Williams Design Associates
Designers

“I’ve had the honor of working with Atlanta magazine as well as their sister publication Atlanta Magazine’s HOME and can honestly say it doesn’t get better with media partners. Through our print and digital media buys, we’ve been able to tell the story of AmericasMart across their channels. For our educational events, they’ve been a trusted sponsor who understands our vision and strategy, bringing that much more marketing power.”

—Sarah Mount
International Market Centers
Vice President, Marketing