



Atlanta
MAGAZINE'S

HOME

2022 MEDIA KIT

Atlanta
MAGAZINE'S

HOME



The Great Escape

BRIAN PATRICK
FLYNN MAKES
HOME AN
ADVENTURE
➔

THE DAZZLING
RETURN OF THE ATLANTA
SYMPHONY ORCHESTRA
SHOWHOUSE

ANN HUFF'S
PEACEFUL
ABODE IN
PROVENCE

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 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



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.

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.

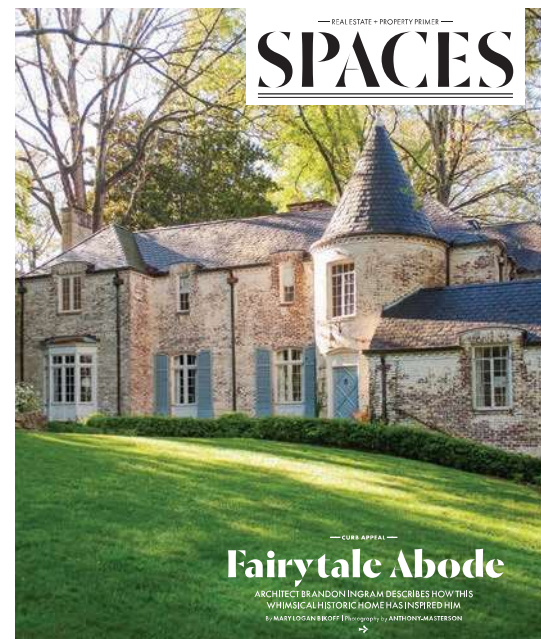


STYLE

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.

SHOP OUR STORIES

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



SPACES

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

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.

Atlanta **HOME** MAGAZINE'S 2022 EDITORIAL CALENDAR



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 6
ADS DUE | January 10
MAIL SUBSCRIBERS
February 10
ON NEWSSTANDS
February 24



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



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



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.



DIGITAL EDITION AVAILABLE ON
atlantamagazine.com

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.

**499K+**
FOLLOWERS**61K+**
FOLLOWERS**109K+**
FOLLOWERS

Atlanta HOME MAGAZINE'S *PLACE YOUR BRAND IN FRONT OF OUR READERS*

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

SPECIAL SECTIONS



PREMIER PROPERTIES



FULL PAGE



2/3 PAGE



SHOPPING GUIDE



1/2 PAGE



1/3 PAGE



1/4 PAGE



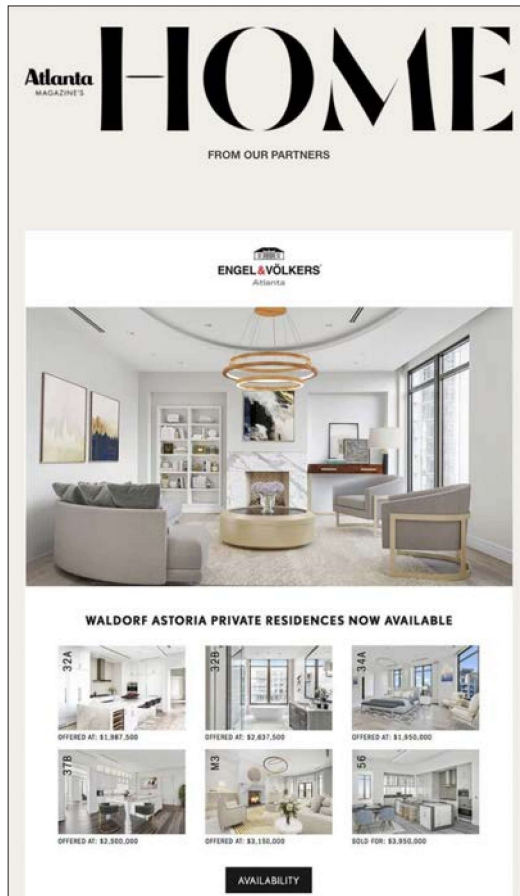
TRENDING NOW



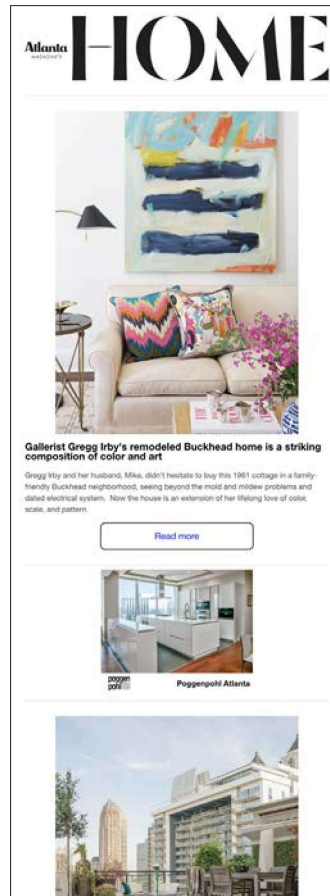
WHAT'S NEW

Atlanta MAGAZINE'S HOME *DIGITAL ADVERTISING OPPORTUNITIES*

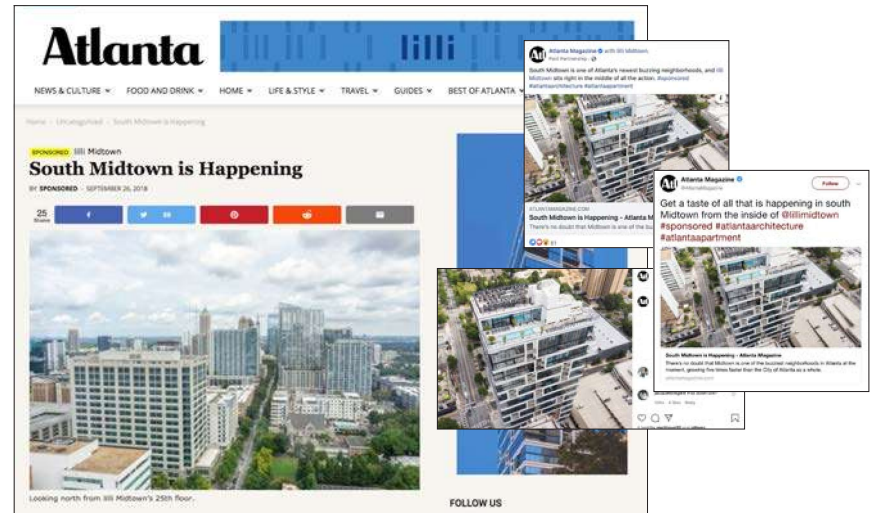
Share your marketing message on our digital platforms to **REACH MORE THAN 2.35 MILLION PEOPLE** each month. Connect with the most desired readers in the market through our digital platforms and appear in their newsfeeds through a trusted source. Digital sales offerings include e-newsletter ads, 100% SOV eblasts, native content, and sponsored social media posts.



CUSTOM HOME EMAIL BLAST



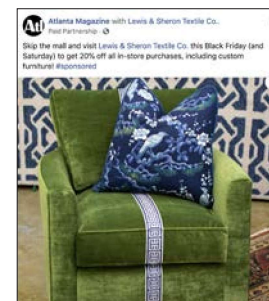
HOME NEWSLETTER



SPONSORED CONTENT CAMPAIGN



TWITTER POST



FACEBOOK POST



INSTAGRAM POST

Atlanta MAGAZINE'S HOME / *CUSTOM EVENTS*

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