

TRAVELS IN THE AMERICAN SOUTH

Southbound

THE BEST OF SOUTHEASTERN TRAVEL



2022 MEDIA KIT

FROM THE PUBLISHERS OF

Atlanta
MAGAZINE

The editorial staff of *Southbound*
is pleased to present a
COMPLETE REDESIGN
of the national award-winning
regional travel publication.

- ◆ The new *Southbound* spotlights more of our fellow Southerners, from innkeepers and chefs to docents and tour operators, and showcases more travel writers. In short, we're presenting more voices along with new perspectives.
- ◆ You'll see more culinary content, including *Well Served*, a department dedicated food coverage, from restaurants to bars to festivals.
- ◆ We also rethought the way we use photography and illustration to tell stories. Expect to see bigger and bolder representations of those spots that make our region so appealing.
- ◆ You can trust in our continued commitment to the in-depth, longform stories readers have come to expect from us on topics ranging from Apalachicola, Florida's oyster industry to the lunch ladies of Lafayette, Louisiana. We'll also keep offering up profiles of well-known Southerners, like entertainment icon Dolly Parton and Erin and Ben Napier of HGTV's *Home Town* fame.
- ◆ And were all of this not enough, we also expanded our coverage area, welcoming four more states: Arkansas, Kentucky, Virginia, and West Virginia. These join Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee.



THE LUNCH LADIES OF LAFAYETTE

MEET MADONNA BROUSSARD, LORI JOHNSON WALLS, AND LILLY MAE NORBERT. THREE WOMEN DISHING UP A TRUE TASTE OF CAJON COUNTRY.

BY ALLISON CROOKER
PHOTOGRAPHY BY MARTIN MCGILLIARD

Their primary job is to serve the most central of daily meals: lunch.

They're not just cooks who chop and sauté, cream and bake. They're keepers of their family's long traditions. They're not just under pressure. They're survivors.

There's reason to what they do. It's not just about the food. It's about the people. It's about the culture. It's about the history. It's about the future.

Their story is one of resilience and hope. It's a story of a community that has weathered so much and still stands strong. It's a story of a place that is truly unique. It's a story of a people that is truly special.

Lafayette is known as the capital of Acadiana, a word that means "the place of the dawn." It's a place where the sun rises over a landscape of beauty and wonder. It's a place where the people are as diverse as the land itself.

That's why it's so important to have a place where everyone can come and enjoy a meal. It's a place where everyone can feel like they belong. It's a place where everyone can find a little bit of home.

That's why the Lunch Ladies of Lafayette are so important. They're the ones who make sure that everyone has a place to sit and a plate of food. They're the ones who make sure that everyone has a chance to enjoy a meal and to share a story.

That's why we're so proud to be a part of their story. We're proud to be a part of a community that is so strong and so resilient. We're proud to be a part of a place that is truly unique and truly special.

ADVERTISING DEADLINES

SPRING + SUMMER 2022

Space Close - January 21, 2022

Materials Due - January 31, 2022

FALL + WINTER 2022

Space Close - August 1, 2022

Materials Due - August 10, 2022

AD RATES

	1x	2x
Full page	\$6,455	\$5,485
Two-thirds page	\$5,390	\$4,580
Half page	\$4,430	\$3,765
Third page	\$3,560	\$3,020
Quarter page**	\$2,185	\$1,860
Sixth page**	\$1,495	\$1,075

Premium Positions

Back cover	\$8,750	\$7,435
Inside front cover	\$7,745	\$6,580
Inside back cover	\$7,745	\$6,580
Page 1	\$7,640	\$6,495
Two-page spread	\$11,965	\$10,170

* All rates are net and include 4-color.

** Quarter and sixth page ads will be formatted 4 or 6 ads to a page

AD SIZES

Full page trim size	8" x 10.5"
(with bleed)	8.25" x 10.75"
(live area)	7.25" x 9.75"
Spread trim size	16" x 10.5"
(with bleed)	16.25" x 10.75"
(live area)	15.25" x 9.75"

FRACTIONALS

Two-thirds page	4.625" x 9.5"
Half page horizontal	7" x 4.625"
Half page island	7.125" x 4.625"
Third page square	4.625" x 4.625"
Third page vertical	2.25" x 9.5"
Quarter page	3.375" x 4.625"
Sixth page horizontal	4.625" x 2.25"
Sixth page vertical	2.125" x 4.625"

FILE SUBMISSION

Please email a high-resolution, 300 dpi, PDF (6MB max) to Whitney Tomasino, production director, wtomasino@atlantamagazine.com, 404-527-5526. If the file is larger than 6MB, please email Whitney for an alternate upload link.

Fruits of Your Labor

Retirement Celebration
Blackberry Farm, Walland, Tennessee

es, there are nothing chains at Blackberry Farm. But the 4,200-acre resort, tucked into the foothills of the Great Smoky Mountains, offers much more than your grandmother's idea of low-key leisure (though you could do none of the profit-minded perks). This upscale country hideaway is also a true working farm—home to an on-site equestrian center, a world-class destination for dining, and one of the world's most beautiful views of the Smoky Mountains. The resort's life-changing meals are included in the room rate, and guests can also opt to roll up their sleeves to prepare a dish alongside one of the chefs or join a seasonal for an extensive wine tasting (there are 100,000 bottles stored in the wine cellar). Inside

an 1870s farmhouse, the Williams apt offers the best in mountain-chic properties, from the most messages and facials to guided meditation and private dance instruction.

Blackberry Mountain, a large river property located a few miles away, is like an ultra-luxurious resort with a riverfront view and an array of potential amenities. For a spring glow, roll the river for smallmouth bass and trout, try your hand at whodunnit poetry, or host your own personal dining experience. The Farmhouse restaurant, set inside a glass-walled 1950s-era lodge, offers a seasonal 360-degree view of the mountains. Book a table or suite to meet your next chapter.

Graduation Trip

Blackberry Farm

You've earned your cap in the air—now kick up your heels in NC's, one of the South's best food scenes, where the country's best chefs and restaurants are just a stone's throw away. It's time to celebrate your success in style. Book a table at the Blackberry Farm restaurant, set inside a glass-walled 1950s-era lodge, for a seasonal 360-degree view of the mountains. Book a table or suite to meet your next chapter.

CIRCULATION

55K
copies sent to Atlanta magazine subscribers in both April and October

5K
copies sold on newsstands around the Southeast in major cities

DEMOGRAPHICS

Align your brand message with our affluent and engaged audience

\$2.16M
Average Net Worth

\$300,400
Average Household Income

58%/42%
Female/Male Subscribers

Source: GfK/MRI Atlanta magazine Subscriber Study; \$100,000+HHI base, Circulation Verification Council, Atlanta magazine Subscriber Study; The Media Audit

**FOR MORE INFORMATION, CONTACT YOUR ACCOUNT EXECUTIVE,
OR EMAIL ADVERTISING@ATLANTAMAGAZINE.COM**

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