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.
SAVANNAH

Perfect Day
Following a local on their idea of a perfect day in their town

Checking In
Showcasing new and noteworthy resorts, inns, hotels, and B&B establishments

My South
Sharing the favorite Southern locales of well-known personalities, from actors to athletes

IN EVERY ISSUE

Radar
Tracking the hottest trends and reporting the biggest news in Southern travel

Southern Exposure
Presenting a fascinating Southern location in a photo-intensive treatment

Take Five
Offering our top picks in categories from wineries and gardens to ski towns

Closer Look
Taking an in-depth look at icons of Southern culture, from favorite dishes to legendary brands

Insider
Sharing information from tourism pros—docents and concierges, outfitters and guides

Perfect Day
Following a local on their idea of a perfect day in their town

Well Served
Spotlighting celebrated restaurants, bars, chefs, mixologists, dishes, drinks, and food products

One City Three Ways
Exploring cities from the perspectives of three would-be visitors

On the Road
Traveling the region’s storied trails and fascinating itineraries

Walk This Way
Profiling popular neighborhoods and districts along with must-see points of interest

Weekend Getaway
Presenting our best bets for three days of fun in a featured locale

Dispatch
Offering a first-person account of a one-of-a-kind experience

Travelogue
Featuring a travel memory or a story of a favorite locale penned by a Southern author
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

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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, 404-627-6536. If the file is larger than 6MB, please email Whitney for an alternate upload link.

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

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