Atlanta magazine, Atlanta Magazine’s HOME, and Southbound magazine are brought to life online through atlantamagazine.com. Atlantamagazine.com features the same authoritative journalism and insider information found in the pages of our publications.
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

SOURCES: Quantcast, 2023; Revive Ad Server, 1/1/2023-10/31/2023.
OUR SOCIAL COMMUNITY

FACEBOOK
FOLLOWERS: 84K+

67% FEMALE
33% MALE

AVERAGE IMPRESSIONS
PER POST: 14,000
AVERAGE ENGAGEMENT
PER POST: 200

INSTAGRAM
FOLLOWERS: 153K+

68% FEMALE
32% MALE

AVERAGE IMPRESSIONS
PER POST: 8,700
AVERAGE ENGAGEMENT
PER POST: 260

X
FOLLOWERS: 493K+

71% FEMALE
29% MALE

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

As the leaves start to turn, these beautiful drives will become more spectacular:

Atlanta Magazine
October 3 at 2:07 PM

3 scenic drives to take this fall in the North Georgia mountains
Especially spectacular when the leaves are turning next month.

Atlanta Magazine
@atlantamagazine
October 13 at 2:07 PM

At 77, the @HomeDepot founder and owner of @ATLUDA and @AtlantaFalcon—who has a net worth of about 4.7 billion—decides the best way he can spend his time is by giving away his wealth:

Atlanta Magazine
@atlantamagazine
October 13 at 2:07 PM

Arthur Blank's mission to give away his wealth
At a time when progressive politicians and some members of the middle class are questioning whether billionaires, however philanthropic, should even exist...
OUR CURATED NEWSLETTERS

REACH OPT-IN AUDIENCES

INTERESTED IN ENGAGING WITH EDITORIAL CONTENT

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

AVERAGE ENGAGEMENT

99.93%
Average Delivery Rate
1.5%
Click Rate

THE DAILY BRIEF
The latest stories and news delivered daily
SENT TO: 33,500

FOOD & DRINK
The latest news about Atlanta’s dining scene
SENT TO: 16,000

HOME
Design, gardening, real estate news & advice
SENT TO: 5,700

SOURCE: Hubspot, 1/1/2023-10/31/2023
GET YOUR MESSAGE TO OUR EMAIL LIST OF 11,500 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

AVERAGE ENGAGEMENT
99.95%
Delivery Rate
0.75%
Average Click Rate
3,000
Average Impressions

TRAVEL + THINGS TO DO NEWSLETTERS

AVERAGE ENGAGEMENT
3,500
Average Impressions
1.3%
Average Click Through Rate
99.95%
Delivery Rate

SOURCE: Hubspot, 1/1/2023-10/31/2023
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.
Get your content in front of the right audience with our targeted audience extension bundles.

<table>
<thead>
<tr>
<th>BUNDLE</th>
<th>EMAIL MINIMUM</th>
<th>EMAIL REDROP</th>
<th>DISPLAY RETARGETING</th>
<th>FACEBOOK RETARGETING</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>50K MINIMUM</td>
<td>OPENERS</td>
<td>OPENERS 50K IMPRESSIONS</td>
<td>OPENERS 50K IMPRESSIONS</td>
<td>$4,010</td>
</tr>
<tr>
<td>2</td>
<td>75K MINIMUM</td>
<td>OPENERS</td>
<td>OPENERS 75K IMPRESSIONS</td>
<td>OPENERS 75K IMPRESSIONS</td>
<td>$4,465</td>
</tr>
<tr>
<td>3</td>
<td>100K MINIMUM</td>
<td>OPENERS</td>
<td>OPENERS 100K IMPRESSIONS</td>
<td>OPENERS 100K IMPRESSIONS</td>
<td>$5,200</td>
</tr>
<tr>
<td>4</td>
<td>50K MINIMUM</td>
<td>OPENERS</td>
<td>OPENERS 50K IMPRESSIONS</td>
<td>-</td>
<td>$3,165</td>
</tr>
<tr>
<td>5</td>
<td>50K MINIMUM</td>
<td>OPENERS</td>
<td>-</td>
<td>OPENERS 50K IMPRESSIONS</td>
<td>$3,165</td>
</tr>
<tr>
<td>6</td>
<td>75K MINIMUM</td>
<td>OPENERS</td>
<td>OPENERS 75K IMPRESSIONS</td>
<td>-</td>
<td>$3,620</td>
</tr>
<tr>
<td>7</td>
<td>75K MINIMUM</td>
<td>OPENERS</td>
<td>-</td>
<td>OPENERS 75K IMPRESSIONS</td>
<td>$3,620</td>
</tr>
</tbody>
</table>
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 - 1/1/2023-10/31/2023.
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

BEST OF ATLANTA READER'S CHOICE 2023

IMPRESSIONS DELIVERED: 552,603

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

VOTES CAST IN THE BRACKET: 107,970

PAGEVIEWS: 9,317

SOCIAL IMPRESSIONS: 28,650

SOCIAL ENGAGEMENT: 694

SOURCES: Google Analytics, 7/12/23-9/30/23; YouTube, 7/12/23-9/30/23; Facebook, 7/12/23-9/30/23; Twitter, 7/12/23-9/30/23; Instagram, 7/12/23-9/30/23.
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.

**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.
### ATLANTA MAGAZINE

## DIGITAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>WEBSITE CONTENT SPONSORSHIPS</th>
<th>FORECASTED MONTHLY IMPRESSIONS</th>
<th>RATE (NET PER MONTH)</th>
<th>SHARE OF VOICE</th>
<th>AD DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOMEPAGE TAKEOVER</td>
<td>180,000</td>
<td>$3,200</td>
<td>100%</td>
<td>300X250</td>
</tr>
<tr>
<td>NEWS &amp; CULTURE</td>
<td>1,300,000</td>
<td>$20,000</td>
<td></td>
<td>300X600</td>
</tr>
<tr>
<td>FOOD &amp; DRINK</td>
<td>600,000</td>
<td>$10,800</td>
<td></td>
<td>320X50</td>
</tr>
<tr>
<td>HOME</td>
<td>215,000</td>
<td>$3,800</td>
<td></td>
<td>728X90</td>
</tr>
<tr>
<td>HEALTH &amp; WELLNESS</td>
<td>155,000</td>
<td>$2,800</td>
<td></td>
<td>970X250*</td>
</tr>
<tr>
<td>TRAVEL</td>
<td>140,000</td>
<td>$2,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BEST OF ATLANTA**</td>
<td>25,000</td>
<td>$450</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**IMPRESSIONS/Pricing varies for December/January buys.**

**ONLY FOR HOMEPAGE TAKEOVER**

### 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>
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</table>

### ROS DISPLAY ADS

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>CPM</th>
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<tbody>
<tr>
<td>300X250, 300X600,</td>
<td>$15</td>
</tr>
<tr>
<td>320X50, 728X90,</td>
<td></td>
</tr>
<tr>
<td>970X250*</td>
<td></td>
</tr>
</tbody>
</table>

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.

**IMPRESSIONS/Pricing varies for December/January buys.**

**ONLY FOR HOMEPAGE TAKEOVER**

### EMAIL

<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>NEWSLETTER TAKEOVERS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THE DAILY BRIEF</td>
<td>33,500</td>
<td>DAILY</td>
<td>1</td>
<td>$1000/WEEK</td>
</tr>
<tr>
<td>FOOD &amp; DRINK</td>
<td>16,000</td>
<td>WEEKLY</td>
<td>1</td>
<td>$750</td>
</tr>
<tr>
<td>LISTING NEWSLETTERS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TRAVEL</td>
<td>11,500</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>11,500</td>
<td>MONTHLY</td>
<td>2 ADS/5 LISTINGS</td>
<td>$300/AD, $250/LISTING</td>
</tr>
<tr>
<td>EMAIL BLASTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CUSTOM</td>
<td>11,500</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>

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.