THE BEST OF SOUTHEASTERN TRAVEL

Celebrating 10 Years

2024–25 MEDIA KIT
After 10 years, our tagline, “Travels in the American South,” still says it all. Whether we’re showcasing must-visit hotels, spotlighting favorite restaurant dishes, or speaking with fellow Southerners—from innkeepers and chefs to docents and tour operators—we’re committed to sharing the best experiences in Southern travel. We continue to welcome new voices and perspectives, and reimagine ways to use photography and illustration to tell our stories in bold and innovative ways.

Readers trust in our continued commitment to the in-depth, longform stories they have come to expect 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. After all, this is the work that has garnered Southbound a host of national honors, including several Lowell Thomas awards, presented by SATW and considered the most prestigious in travel journalism.
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 and haunted hotels

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

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

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

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

Southbound’s coverage area includes 12 states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia.
### ADVERTISING DEADLINES

<table>
<thead>
<tr>
<th>Season</th>
<th>Deadline</th>
<th>Materials Due Date</th>
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<tbody>
<tr>
<td>Spring 2024</td>
<td>January 29, 2024</td>
<td>January 31, 2024</td>
</tr>
<tr>
<td>Summer 2024</td>
<td>April 22, 2024</td>
<td>April 24, 2024</td>
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<tr>
<td>Fall 2024</td>
<td>July 30, 2024</td>
<td>August 1, 2024</td>
</tr>
<tr>
<td>Winter 2025</td>
<td>October 22, 2024</td>
<td>October 24, 2024</td>
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</tbody>
</table>

### CIRCULATION

- **55K** copies sent to Atlanta magazine subscribers in January, April, July, and October
- **5K** copies sold on newsstands across the Southeast

### DEMOGRAPHICS

- **$2.16M** Average Net Worth
- **$300,400** Average Household Income
- **58% / 42%** Female/Male Subscribers

### EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Season</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Spring 2024</td>
<td>Beaches</td>
</tr>
<tr>
<td>Summer 2024</td>
<td>Amusement Parks</td>
</tr>
<tr>
<td>Fall 2024</td>
<td>Free Stuff</td>
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<tr>
<td>Winter 2025</td>
<td>Key West</td>
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### AD RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$6,809</td>
<td>$4,936</td>
<td>$4,442</td>
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<tr>
<td>Two-thirds page</td>
<td>$4,852</td>
<td>$4,122</td>
<td>$3,709</td>
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<td>Half page</td>
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<td>Third page</td>
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<td>$2,446</td>
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<tr>
<td>Quarter page**</td>
<td>$1,966</td>
<td>$1,674</td>
<td>$1,506</td>
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<tr>
<td>Sixth page**</td>
<td>$1,345</td>
<td>$968</td>
<td>$871</td>
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</table>

**Premium Positions**

- Back cover: $7,875, $6,692, $6,023
- Inside front cover: $6,971, $5,922, $5,330
- Inside back cover: $6,971, $5,922, $5,330
- Page 1: $6,876, $5,846, $5,201
- Two-page spread: $10,768, $9,153, $8,238

* 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: 9" x 10.5" (with bleed)
- Half page trim size: 7.25" x 9.75" (live area)
- Spread trim size: 16" x 10.5" (with bleed)
- Third page trim size: 10.75" (live area)

### FRACTIONALS

- Two-thirds page: 4.625" x 9.5"
- Half page horizontal: 7" x 4.625"
- Third page square: 4.625" x 4.625"
- Third page vertical: 2.25" x 4.625"
- Quarter page: 3.375" x 4.625"
- 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.

### FOR MORE INFORMATION, CONTACT JON BRASHER:

JBRASHER@ATLANTAMAGAZINE.COM • 770-712-7492

404-527-5500 • 5901-A PEACHTREE DUNWOODY ROAD, STE. 350 • ATLANTA, GA 30328

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