

Atlanta

2024 DIGITAL MEDIA KIT



ATLANTA MAGAZINE'S DIGITAL FOOTPRINT REACHES OVER ONE MILLION PEOPLE MONTHLY

➡ 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.

ENGAGEMENT

AVERAGE
PAGEVIEWS
PER MONTH

439,522

TOTAL
UNIQUE
VISITORS
PER MONTH

313,392

ACQUISITION FROM
ORGANIC GOOGLE
SEARCH

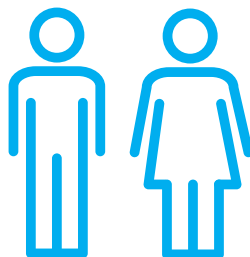
55%

ACQUISITION
FROM SOCIAL
MEDIA CHANNELS

18%

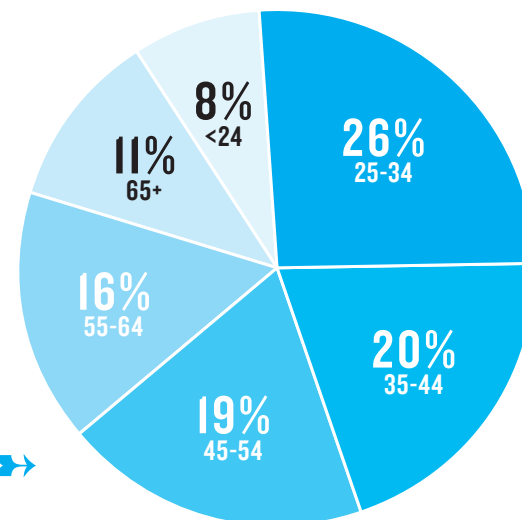
AUDIENCE BREAKDOWN

43%
MALE



57%
FEMALE

AGE BREAKDOWN: ➡



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

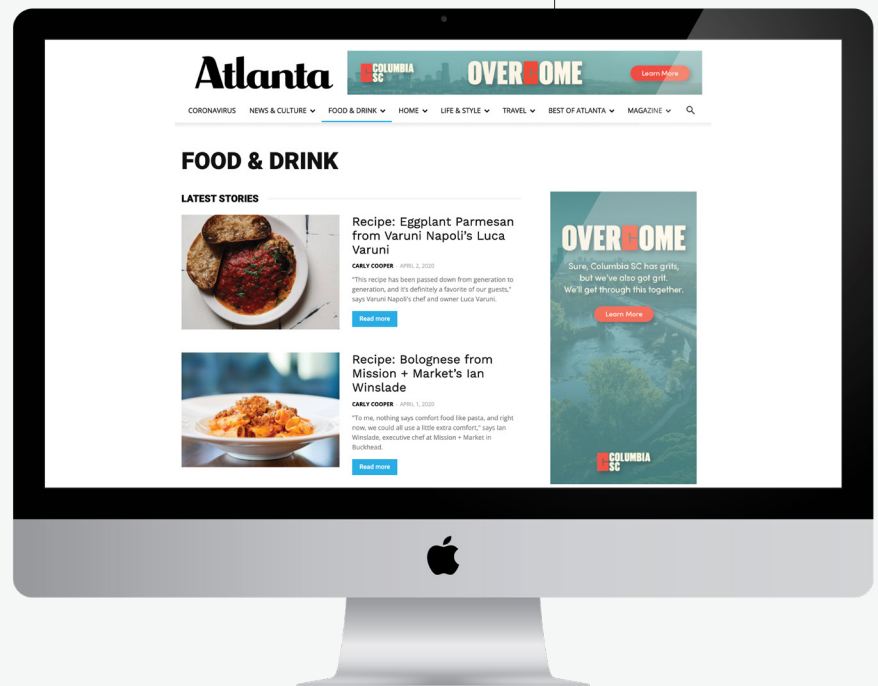
- **RUN OF SITE ADS**

- **CHANNEL SPONSORSHIPS:**

Homepage, News & Culture, Food & Drink, HOME, Health & Wellness, Travel, Best of Atlanta

Ads are available in the following sizes:

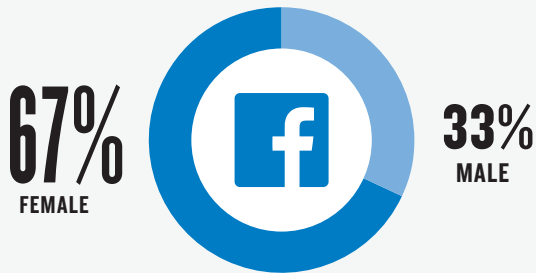
- 300x250
- 300x600
- 320x50
- 728x90
- 970x250



OUR SOCIAL COMMUNITY

FACEBOOK

FOLLOWERS: 84K+



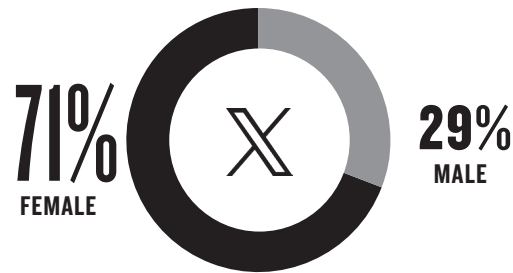
AVERAGE IMPRESSIONS
PER POST: **14,000**

AVERAGE ENGAGEMENT
PER POST: **200**



X

FOLLOWERS: 493K+



AVERAGE IMPRESSIONS
PER POST: **2,500**

AVERAGE ENGAGEMENT
PER POST: **35**



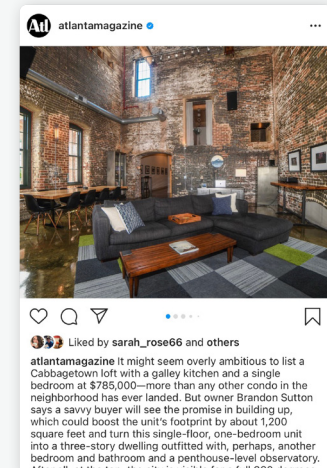
INSTAGRAM

FOLLOWERS: 153K+



AVERAGE IMPRESSIONS
PER POST: **9,700**

AVERAGE ENGAGEMENT
PER POST: **260**



SOCIAL BUZZ

WHY THEY LOVE US...

@matthewshaer The cover art gods at @AtlantaMagazine strike again.

@jesteveztv Thank you so much for including me on such a special issue. I can't wait to read it cover to cover.

@edgarevansjr I'd like to get a blow up print of this to hang on my wall.

@cassaleeh Great cover and look forward to this important article!

@baldwinarchitect Read this issue. Very good work highlighting how restaurants have responded and are thriving. Thank you for sharing!

@cassaleeh Great cover and look forward to this important article!

@alabama_moonstruck This article was a really great read.

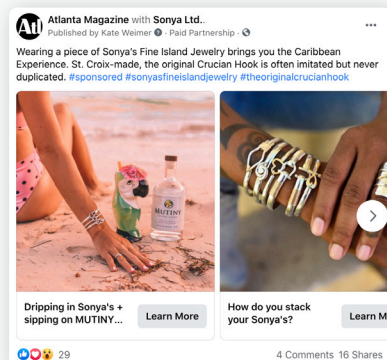
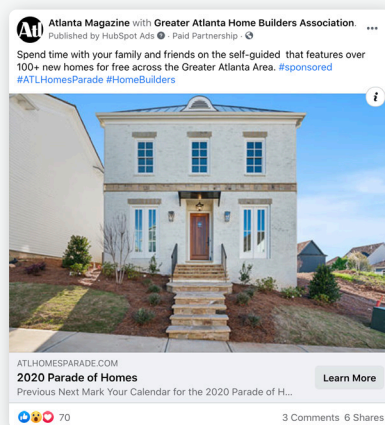
@carissatown This is such a good issue! Thank you especially for the feature on long-standing Memorial Drive restaurants.

@theessenceofyou Ooooh can't wait to pick [this issue] up

CREATE THE SAME BUZZ AROUND YOUR BRAND

Our digital reach doesn't stop on our site—we are everywhere our audience is, and your business can be too! Advertise on *Atlanta* magazine's social channels and reach an engaged audience that cares about what's new and happening in the city.

SPONSORED FACEBOOK POST EXAMPLES



SPONSORED INSTAGRAM POST EXAMPLES



SPONSORED TWITTER POST EXAMPLES



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.

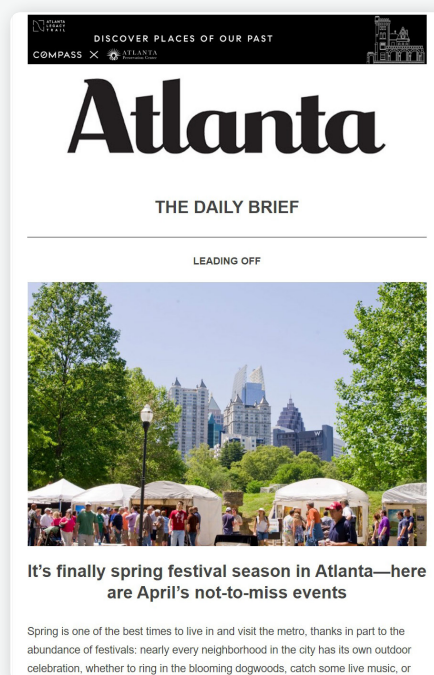
AVERAGE ENGAGEMENT

99.93%

Average Delivery Rate

1.5%

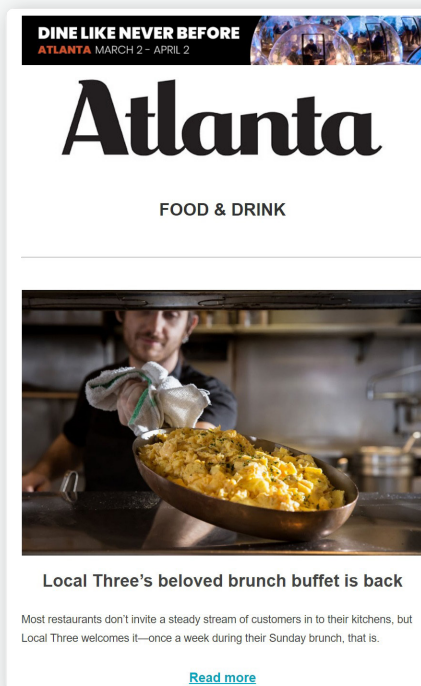
Click Rate



THE DAILY BRIEF

The latest stories and news delivered daily

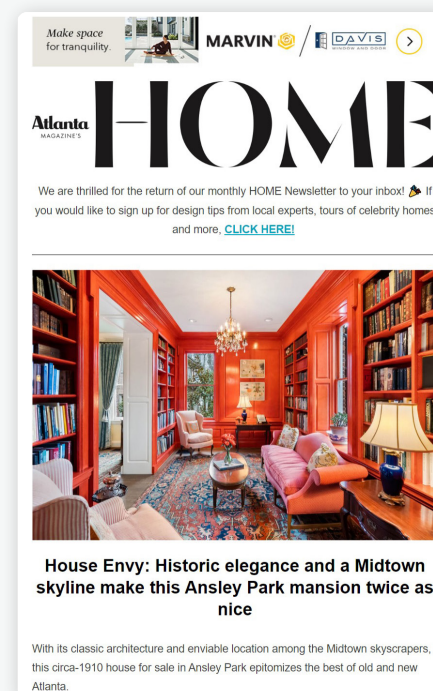
SENT TO: 33,500



FOOD & DRINK

The latest news about Atlanta's dining scene

SENT TO: 16,000



HOME

Design, gardening, real estate news & advice

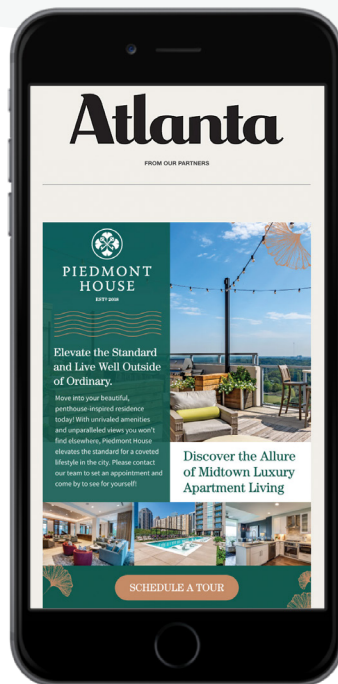
SENT TO: 5,700

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

EMAIL AUDIENCE EXTENSION

➔ 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



BUYING ACTIVITY

Credit card indicator, credit card user, shopping habits

DEMOGRAPHICS

Age, gender, marital status, education, and more

CHILDREN

Number of children, age of children, gender of children, and more



INCOME & WEALTH

Net worth, household income, donation behaviors, and more

ETHNICITY & RELIGION

Ethnicity, language, religion, and more



HEALTH

Ailments, glasses & contacts users

BY INTERESTS

More than 50 interests available for targeting including travel and dining out

TECHNOLOGY

Presence of e-reader, satellite tv, electronics, and more



AUTO

Market interest, auto owner, make and model, luxury owner, and more



HOMEOWNER

Property type, mortgage amount, home value, number of rooms, and more

OCCUPATION

Career change interest, occupation, 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.



ATLANTA MAGAZINE

AUDIENCE EXTENSION BUNDLES

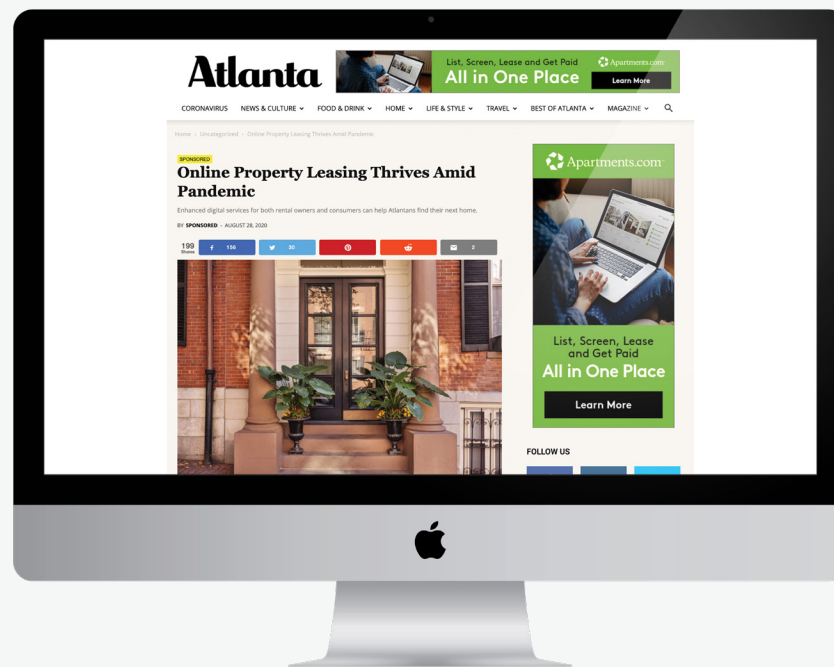
➔ Get your content in front of the right audience with our targeted audience extension bundles.

	EMAIL	EMAIL REDROP	DISPLAY RETARGETING	FACEBOOK RETARGETING	PRICE
BUNDLE 1	50K MINIMUM	OPENERS	OPENERS 50K IMPRESSIONS	OPENERS 50K IMPRESSIONS	\$4,010
BUNDLE 2	75K MINIMUM	OPENERS	OPENERS 75K IMPRESSIONS	OPENERS 75K IMPRESSIONS	\$4,465
BUNDLE 3	100K MINIMUM	OPENERS	OPENERS 100K IMPRESSIONS	OPENERS 100K IMPRESSIONS	\$5,200
BUNDLE 4	50K MINIMUM	OPENERS	OPENERS 50K IMPRESSIONS	-	\$3,165
BUNDLE 5	50K MINIMUM	OPENERS	-	OPENERS 50K IMPRESSIONS	\$3,165
BUNDLE 6	75K MINIMUM	OPENERS	OPENERS 75K IMPRESSIONS	-	\$3,620
BUNDLE 7	75K MINIMUM	OPENERS	-	OPENERS 75K IMPRESSIONS	\$3,620

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

PAGEVIEWS

2,730

VISITORS

2,600

TIME SPENT ON ARTICLE

3:05

WEBPAGE SOCIAL SHARES

900

SOCIAL IMPRESSIONS

24,800

SOCIAL ENGAGEMENT

550

ROADBLOCK AD IMPRESSIONS

6,000

MINIMUM PROMOTIONAL AD IMPRESSIONS

100,000

CUSTOM CONTENT SOLUTIONS

TYPES OF CUSTOM CONTENT WE CAN CREATE:

- Brackets
- Quizzes
- Contests
- Sweepstakes
- Polls
- 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



ATLANTA MAGAZINE

DIGITAL STUDIO

➔ 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**



**SEARCH ENGINE
OPTIMIZATION**



**DISPLAY
ADVERTISING &
REMARKETING**



**PROGRAMMATIC
ADVERTISING**



**SOCIAL MEDIA
ADVERTISING &
REMARKETING**



**CONTENT PRODUCTION
& MANAGED SOCIAL
MEDIA**



GEOFENCING



**INTERNET RADIO
ADVERTISING**



**CONNECTED TV
ADVERTISING**



**YOUTUBE
ADVERTISING**

CAMPAIGN HIGHLIGHTS

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.

DIGITAL ADVERTISING RATES

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

**IMPRESSIONS/PRICING VARIES FOR DECEMBER/JANUARY BUYS.

*ONLY FOR HOMPAGE TAKEOVER

CUSTOM PRICING

Sponsored Content Campaigns - \$3000

Digital Studio, Influencer Partnership, Custom Content Campaigns - priced on an individual basis

SOCIAL MEDIA POSTS

PLATFORM	RATE
INSTAGRAM STORY	\$3,000
INSTAGRAM	\$1,000
FACEBOOK	\$500
TWITTER	\$300

ROS DISPLAY ADS

DIMENSIONS	CPM
300X250, 300X600, 320X50, 728X90, 970X250*	\$15

	EMAIL	LIST SIZE	FREQUENCY	AVAILS PER EMAIL	RATE PER AD
NEWSLETTER TAKEOVERS	THE DAILY BRIEF	33,500	DAILY	1	\$1000/WEEK
	FOOD & DRINK	16,000	WEEKLY	1	\$750
LISTING NEWSLETTERS	TRAVEL	11,500	MONTHLY	2 ADS/5 LISTINGS	\$300/AD, \$250/LISTING
	THINGS TO DO IN ATL	11,500	MONTHLY	2 ADS/5 LISTINGS	\$300/AD, \$250/LISTING
EMAIL BLASTS	CUSTOM	11,500	WEEKLY	1	\$1,500
	CUSTOM HOME	10,000	BI-WEEKLY	1	\$1,000
	AUDIENCE EXTENSION	40,000+	DAILY	1	\$2,000+ (\$50 CPM)

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.

