An aerial photograph of a river flowing through a dense, vibrant green forest. The river is a muddy brown color, contrasting with the bright green of the surrounding trees. A small boat is visible in the lower left, leaving a white wake behind it. The overall scene is a lush, natural landscape.

TRAVELS IN THE AMERICAN SOUTH

# Southbound

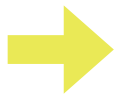
## THE BEST OF SOUTHEASTERN TRAVEL



Celebrating  
**10** Years

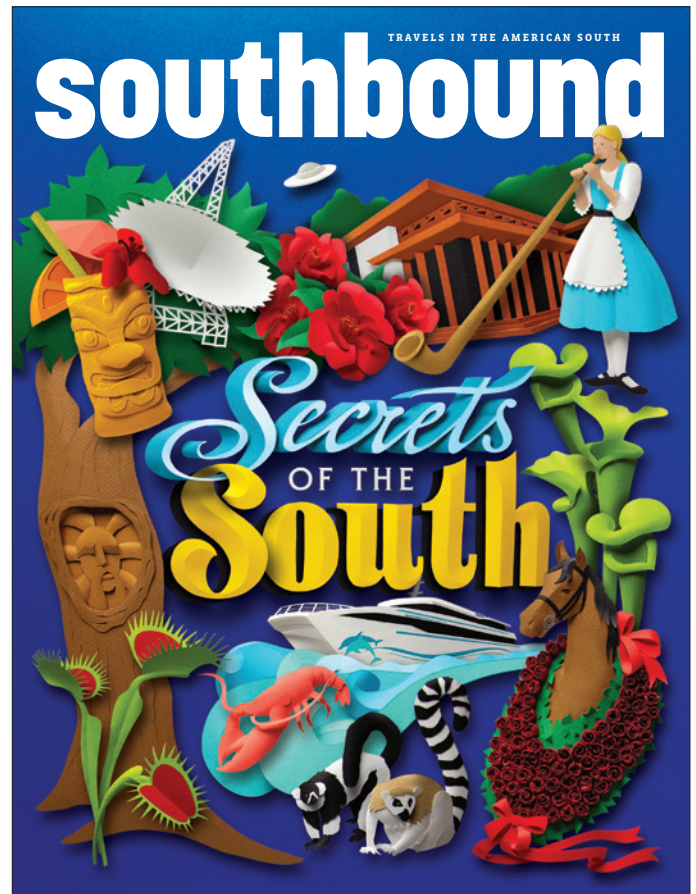
2024-25 MEDIA KIT





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.



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

# southbound



## 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



## ADVERTISING DEADLINES

### SPRING 2024

Space Close - January 29, 2024  
Materials Due - January 31, 2024

### SUMMER 2024

Space Close - April 22, 2024  
Materials Due - April 24, 2024

### FALL 2024

Space Close - July 30, 2024  
Materials Due - August 1, 2024

### WINTER 2025

Space Close - October 22, 2024  
Materials Due - October 24, 2024



## CIRCULATION

**55K**

copies sent to *Atlanta* magazine subscribers in January, April, July, and October

**5K**

copies sold on newsstands across the Southeast

## 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

## EDITORIAL CALENDAR

### Spring 2024

Beaches

### Summer 2024

Amusement Parks

### Fall 2024

Free Stuff

### Winter 2025

Key West



## AD RATES

	1x	2x	4x
Full page	\$5,809	\$4,936	\$4,442
Two-thirds page	\$4,852	\$4,122	\$3,709
Half page	\$3,987	\$3,388	\$3,049
Third page	\$3,204	\$2,718	\$2,446
Quarter page**	\$1,966	\$1,674	\$1,506
Sixth page**	\$1,345	\$968	\$871

### 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	\$5,261
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	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"
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 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**