



# 2023 MEDIA KIT



# Your trusted marketing partner

For more than **75 years**, *Georgia Magazine* has celebrated the Georgia lifestyle – its people, culture, food, places and events.

Let us show you how we can put *Georgia Magazine* to work for your business.



Every month, we reach an average of **563,000 paid subscribers** and **1.2 million readers**.

That's more paid subscribers in Georgia than *Southern Living*, *Atlanta Magazine* and *Georgia Trend*, **COMBINED!**

CELEBRATING THE GEORGIA LIFESTYLE  
**Georgia**  
MAGAZINE

2023 MEDIA KIT

Georgia Magazine brings the stories of the Peach State to an average of more than **1.2 million readers** every month.

## [ Our readers ]

FEMALE **56%** MALE **44%**

AGE 55+  
**75%**

AVERAGE AGE  
**63**

AVERAGE HHI  
**\$95,000**

HOMEOWNERS  
**96%**

VACATION HOMEOWNERS  
**18%**



TIME SPENT WITH EACH ISSUE  
**46 minutes**

READ 3 OR MORE OF THE LAST 4 ISSUES  
**80%**

RESPONDED TO AN AD IN  
GEORGIA MAGAZINE IN THE PAST 12 MONTHS  
**50%**

ATTENDED AN EVENT OR PLANNED  
A TRIP BASED ON MAGAZINE'S CONTENT  
**32%**

4-YEAR COLLEGE GRADUATE OR BETTER  
**34%**

ATTENDED/GRADUATED FROM COLLEGE  
**78%**

# Our audience engages

## 15.9 years

AVERAGE TIME AS A LOYAL SUBSCRIBER

## 50%

OF OUR READERS REPORT RESPONDING TO AN AD IN THE MAGAZINE IN THE LAST 12 MONTHS

## 371,500

NUMBER OF READERS WHO HAVE PLANNED A TRIP OR ATTENDED AN EVENT IN THE LAST 12 MONTHS BASED ON INFORMATION IN *GEORGIA MAGAZINE*.



## Reader interests



## 62%

HAVE TAKEN 3 OR MORE TRIPS WITHIN THE U.S. IN THE LAST 12 MONTHS



## 74%

REPORT TAKING AN IN-STATE VACATION IN THE LAST 12 MONTHS



## 61%

HAVE DONE HOME IMPROVEMENT PROJECTS IN THE LAST 12 MONTHS



## 54%

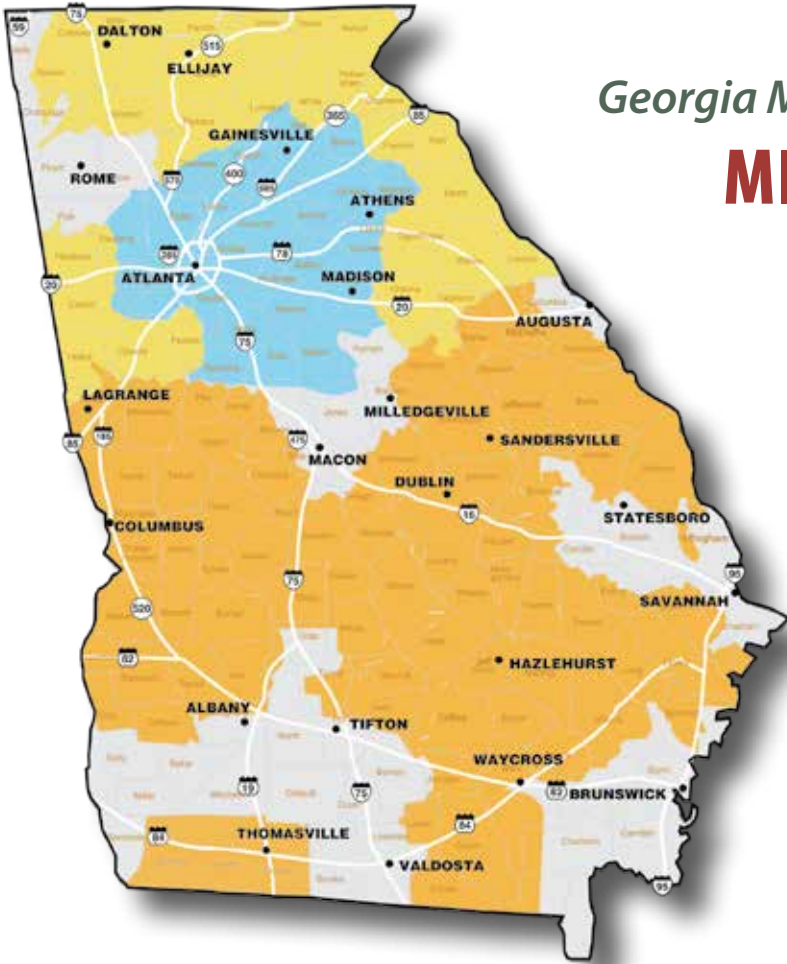
REPORT HAVING A GARDEN



## 58%

HAVE AN ACRE OR MORE OF PROPERTY

# [ Our circulation ]



*Georgia Magazine* reaches more than a  
**MILLION READERS**  
every month.

TOTAL READERSHIP  
**1,126,000**

AVERAGE MONTHLY  
AUDITED CIRCULATION  
**563,000**  
paid subscribers



NORTH GEORGIA:  
**352,215**



METRO ATLANTA:  
**409,094**



CENTRAL/SOUTH GEORGIA:  
**279,669**

That's more paid subscribers in Georgia than  
*Southern Living*, *Atlanta Magazine* and *Georgia Trend*,  
**COMBINED!**

# 2023 Editorial Calendar

January - June



JANUARY

## Features:

- Cobb Innovation and Technology Academy
- UGA's Veterinary Teaching Hospital
- Community outreach programs for Ukrainian refugees

**Travel:** Splatter painting studios

## SPECIAL AD SECTION

Education Guide with reader response vehicle



FEBRUARY

## Features:

- The African American experience in Flat Rock
- Accessible nature spots

**Travel:** SAM Shortline-Georgia's only state park on wheels



MARCH

## The Agricultural Issue

## Features:

- Reviving Georgia's lake sturgeon
- Got milk? Georgia's dairy farms
- Francoeur the farmer/Major League Blueberries

**Travel:** Georgia Grown Trails

## SPECIAL AD SECTION

Spring Travel Guide with reader response vehicle



APRIL

## Features:

- Georgia Transplant Foundation
- The B-52's farewell tour and documentary
- C.F. Hayes and Son General Store

**Travel:** Spotlight on LaGrange

## SPECIAL AD SECTION

Spring Travel Guide with reader response vehicle  
Spring Festival Guide formatted ad section



MAY

## Features:

- Ideas worth spreading: Georgia's TedX talks
- Georgia's Ports Authority-a global gateway

**Travel:** A visit to Brasstown Bald



JUNE

## Features:

- Vanishing South Georgia
- Unplugging the family

**Travel:** Computer Museum of America

## SPECIAL AD SECTION

Summer Travel Guide with reader response vehicle

# 2023 Editorial Calendar

July - December



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**JULY**

## The Kids Issue

### Features:

- Georgia's amazing kids
- Soap box derbies

**Travel:** A place to play: Youth symphony orchestras



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**AUGUST**

### Features:

- What brings you joy?
- Belle's Flower Truck

**Travel:** Happy (horsey) trails--places to ride horseback in Georgia

### SPECIAL AD SECTION

Fall Festival Guide formatted ad section



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**SEPTEMBER**

### Features:

- Meet the mascots!
- Storm chasers: The Georgia Tech storm research center
- Daughters of the American Revolution

**Travel:** Chalk art events around the state

### SPECIAL AD SECTION

Fall Travel Guide with reader response vehicle



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**OCTOBER**

### Features:

- Rockin' the ukuleles
- Georgia's supernatural connection – towns that have hosted spooky shows
- Swamp Gravy: Georgia's official folk life play

**Travel:** Destinations for biscuit-lovers

### SPECIAL AD SECTION

Fall Travel Guide with reader response vehicle  
Fall Festival Guide formatted ad section



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**NOVEMBER**

### Features:

- Our annual guide to Georgia products
- HERO Agriculture program for veterans
- The Freedom Cards project

**Travel:** Savannah's Plant Riverside District

### SPECIAL AD SECTION

Holiday Events Guide formatted ad section



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**DECEMBER**

### Features:

- First Book Club 165
- Wreaths Across America
- Georgia's singing Christmas trees

**Travel:** Cool and unusual museums in Georgia

### SPECIAL AD SECTION

Winter Travel Guide with reader response vehicle

# Advertising Specs

## GENERAL SPECIFICATIONS

**Trim size:** 8" x 10.5"  
**Live area:** 7" x 10"  
**Full-page bleed size:** 8.25" x 10.75"  
**Color:** (No PMS/spot or RGB colors)

**Modifications:** Cost for ad rebuilds or modifications will be billed to the advertiser/agency at \$75 per hour.

**Georgia Magazine uses only digital files.** Preferred format: High-resolution PDF.  
 Please submit large files to <https://spaces.hightail.com/space/CoWfyM7rbb>

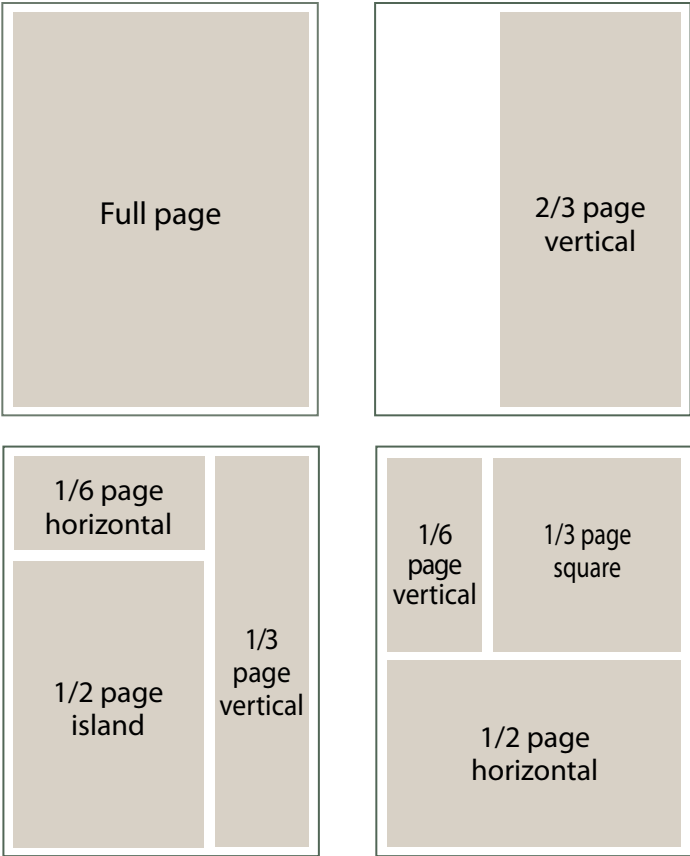
Smaller files (under 10MB) can be emailed to: [gayle.hartman@georgiaemc.com](mailto:gayle.hartman@georgiaemc.com).  
 For additional information, please contact: Gayle Hartman at (770) 270-6994.

## DIGITAL SPECIFICATIONS

Home Page Medium Rectangle 300 x 250 \$350  
**Acceptable formats:** .gif, .jpg, .png, or .swf

## CLOSING DATES

Issue	Space reservation	Material Deadline
January	Nov. 5	Nov. 20
February	Dec. 5	Dec. 20
March	Jan. 5	Jan. 20
April	Feb. 5	Feb. 20
May	Mar. 5	Mar. 20
June	Apr. 5	Apr. 20
July	May 5	May 20
August	Jun. 5	Jun. 20
September	Jul. 5	Jul. 20
October	Aug. 5	Aug. 20
November	Sept. 5	Sept. 20
December	Oct. 5	Oct. 20



## MECHANICAL REQUIREMENTS

Magazine Final Trim Size	8" x 10-1/2"
Full Page (bleed)	8-1/4" x 10-3/4"
2/3 Page	4-5/8" x 9-1/2"
1/2 Page (horizontal)	7" x 4-5/8"
1/2 Page (island)	4-5/8" x 7-1/4"
1/3 Page (square)	4-5/8" x 4-5/8"
1/3 Page (vertical)	2-1/4" x 9-1/2"
1/6 Page (horizontal)	4-5/8" x 2-1/8"
1/6 Page (vertical)	2-1/4" x 4-5/8"



## 2023 MEDIA KIT

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