

2024 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 **566,484 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

2024 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%

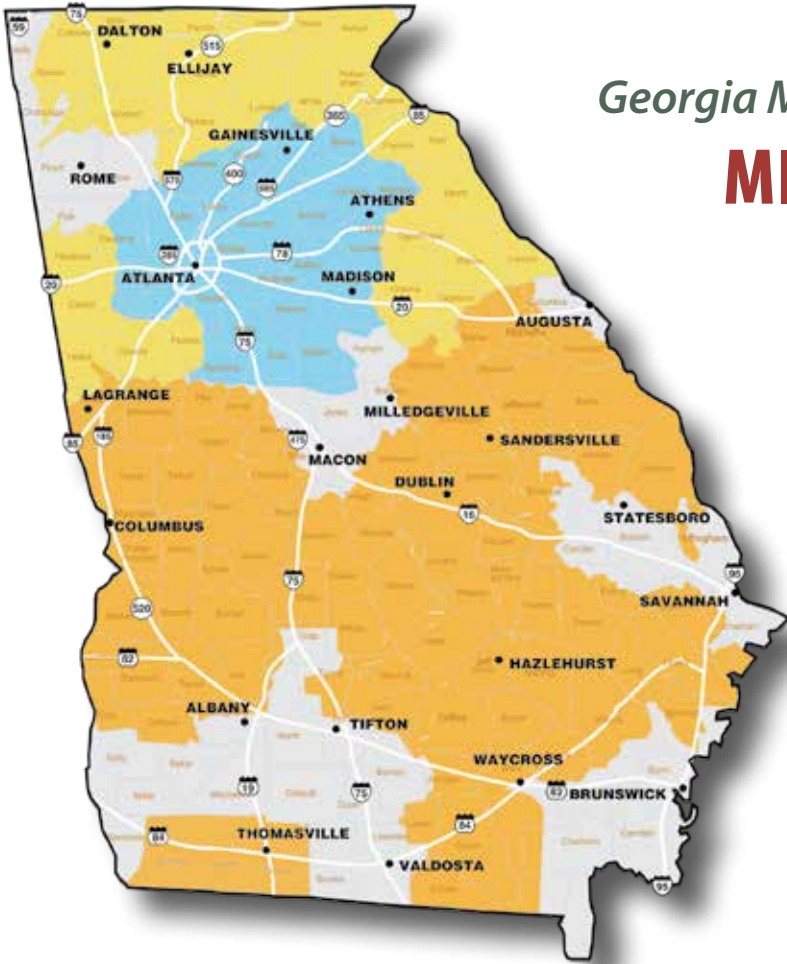
REPORT HAVING A GARDEN



58%

HAVE AN ACRE OR MORE OF PROPERTY




[Our circulation]



Georgia Magazine reaches more than a
MILLION READERS
every month.

TOTAL READERSHIP
1,132,968

AVERAGE MONTHLY
AUDITED CIRCULATION
566,484
paid subscribers

 NORTH GEORGIA  METRO ATLANTA:  CENTRAL/SOUTH GEORGIA

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

2024 Editorial Calendar

January - June



1

JANUARY

Features:

- Higher education offerings
- The 100 Club: centenarians and their secrets for a fruitful life
- Students enter the Space Race
- Georgia linemen help Guatemala

Travel: Georgia's scenic byways

SPECIAL AD SECTION

Education Guide with reader response vehicle



2

FEBRUARY

Features:

- Rutha Mae Harris and the Freedom Singers
- Dauset Trails Nature Center
- The Bushy Tail Art Trail

Travel: The Delta Flight Museum



3

MARCH

Features:

- Libraries as community centers
- "Swamp Gravy" - Georgia's official folk-life play in Colquitt
- Georgia's "Moon Trees"
- Cherry blossoms of Macon

Travel: Best burritos in the state

SPECIAL AD SECTION

Spring Travel Guide with reader response vehicle



4

APRIL

Features:

- The Atlanta Braves Home Plate Project fights food insecurity
- Tribute bands ROCK!
- Drive-thru safari parks

Travel: Air shows in Georgia + the Twilight Criterium, Athens

SPECIAL AD SECTION

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



5

MAY

Features:

- Ocmulgee Mounds National Historical Park in Macon
- Amazing food tours around Georgia

Travel: Iconic hot dog eateries around the state



6

JUNE

The Makers Issue

Features:

- Get creative in maker spaces
- Mural artists of Georgia

Travel: A tour of glassblowing studios

SPECIAL AD SECTION

Summer Travel Guide with reader response vehicle

2024 Editorial Calendar

July - December



JULY

The Health Issue

Features:

- Goat yoga!
- Schools known for medical training
- Arden's Garden and fresh juice

Travel: Tour Georgia's canyonlands and Tallulah Gorge



AUGUST

Features:

- Pop-culture conventions around the state
- Cowboy churches

Travel: Iconic musical stages around Georgia

SPECIAL AD SECTION

Fall Festival Guide formatted ad section



SEPTEMBER

Features:

- Army veteran and "The Keeper" journey
- Georgia's historical markers
- National disaster prep month

Travel: The Foxfire Museum, Mountain City

SPECIAL AD SECTION

Fall Travel Guide with reader response vehicle



OCTOBER

The Agriculture Issue

Features:

- Muscadines: Georgia's native grape
- Georgia's forestry industry
- Recipes from Oliver Farms, Pitts
- Celebrating Co-op Month

Travel: West Georgia Textile Trail

SPECIAL AD SECTION

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



NOVEMBER

Features:

- Our annual guide to Georgia products
- House of Heroes military helpers
- Mesker storefronts + a look at architecture

Travel: Porsche Driving Experience, Atlanta

SPECIAL AD SECTION

Holiday Events Guide formatted ad section



DECEMBER

Features:

- Shepherd Center, Atlanta
- The Lasagna Love Project
- Re:Loom helps the homeless

Travel: Celebrate the holidays around 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.

For additional information, please contact:

Gayle Hartman at (770) 270-6994.

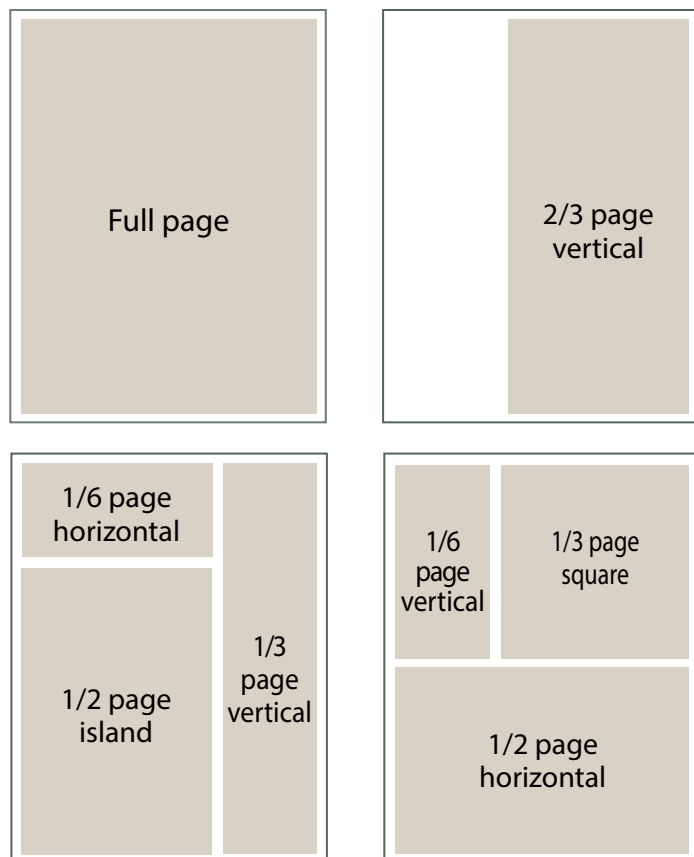
DIGITAL SPECIFICATIONS

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"

Celebrating the Georgia lifestyle
Georgia
MAGAZINE

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