

For Immediate Release
September 6, 2007

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ATLANTA MAGAZINE DEBUTS NEW DESIGN AND LOGO

ATLANTA (September 6, 2007) — *Atlanta* magazine debuts its redesign in the September issue, featuring a whole new look and logo. The overall look is cleaner, bolder, and more authoritative, with an emphasis on photography and a brighter color palette. New fonts, Farnham and Unit, were designed by Christian Schwartz. The new logo was designed by Jim Parkinson, who crafted logos for iconic magazines like *Esquire* and *Newsweek*, as well as Martha Stewart's new lifestyle publication, *Blueprint*. The redesign was spearheaded by *Atlanta* magazine design director Hector Sanchez, previously art director of *Chicago* magazine, where he was instrumental in winning the National Magazine Award for general excellence, the industry's highest honor.

Of course, the redesign is about much more than the visual aspect of the magazine. The overall structure has been reworked to allow the editorial staff to provide more information and more in-depth stories to the readers.

"This is better described as a renovation than a redesign," says Rebecca Burns, editor in chief. "This is a major expansion project. We've added more profiles of Atlanta residents and additional lifestyle components to our monthly line-up, and also created more ways for readers to interact with the magazine."

A new front section, Agenda, includes the familiar short lead-in items, as well as new elements such as the book page by veteran book critic Teresa Weaver and columns by award-winning writers Steve Fennessy and Chandra Thomas. Next is Arbiter, a new lifestyle section that includes the old dining and style departments along with expanded coverage of real estate, weekend getaways, and information to help readers enjoy life in Atlanta. A-List, in the back of the book, contains reviews of restaurants, cultural venues, nightlife, and shops. There is now more room for long-form articles and photo-driven features. Some regular departments that used to be in the front of the magazine—War Story, Georgia Journal, and On My Mind—will now run in the feature well, where there's more space to showcase writing and artwork.

"Amid all of the change, one thing remains consistent," says Burns, "*Atlanta* magazine's 46-year commitment to great storytelling, compelling photography, in-depth reporting, and unbiased service journalism."

Atlanta magazine will celebrate the redesign with contributors, advertisers, and friends at the new World of Coca-Cola on Thursday, September 6.

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