

A Magazine Worth Paying For

Atlanta magazine delivers the region's largest, most qualified audience of paid subscribers.

Atlanta magazine's legacy of providing thought-provoking editorial content allows us to offer our advertisers not only the largest audience of paid subscribers but also the most qualified—no matter what demographic characteristic you choose to study—the most affluent, the most educated, the most likely to invest their discretionary dollars.

The true value of any magazine to the advertiser is determined by how committed the reader is to receiving the magazine and how engaged that reader is with the editorial content. *Atlanta* magazine subscribers are committed enough to want to purchase the magazine and anticipate reading the magazine every month. This builds an advertiser-reader relationship over time that leads to increased brand awareness and enhanced sales for the advertiser.

Subscribers who are willing to pay to receive *Atlanta* magazine, or are compelled to buy it on the newsstand on a regular basis, truly value quality editorial content and are therefore engaged with our magazine. These are your best customers and prospects.

Why is a Paid Audience Important to the Advertiser?

Advertising in any medium is only as effective as the relationship the advertiser builds, over time, with a medium's audience. Because our audience remains loyal to the magazine, while our paid subscriber and

newsstand base continues to grow, *Atlanta* magazine's circulation offers advertisers the best possible mix—a loyal subscriber base and the ability to reach new readers (potential customers) each and every month by our presence on the newsstand.

When you are evaluating your media plan, consider these FACTS about *Atlanta* magazine's circulation:

- *Atlanta* magazine provides its advertisers with the metro area's largest audited and paid subscriber base of any magazine serving this market: 65,522 paid and verified circulation.*
- *Atlanta* magazine sells more single copies via our vast newsstand network than any other Atlanta publication—an average of 5,486 copies each month.**
- *Atlanta* magazine is sold via more newsstand locations throughout the Southeast and Atlanta—including airport locations, major chain book-sellers, independent newsstands, grocery chains, and other major retailers—than any other Atlanta publication.
- *Atlanta* magazine is the exclusive city/regional title sold via the checkout aisle at all Kroger and Publix store locations throughout the metro area.
- During the course of the year, *Atlanta* magazine will circulate copies of the magazine at special events targeting the city's diverse and affluent demographic. This equates to bonus distribution every month.

Sources:

* Audit Bureau of Circulations (ABC), June 2009

** Newsgroup newsstand numbers, January 2008–August, 2009

Our Subscribers Are Devoted Readers

Read three or four of the last four issues	92.4%
Pass on their issues to at least one additional reader	76%
Save their issues for a year or more	16%
Never throw their issues away	4%

On average, our readers save an issue for over **three months** and read it **3.1** times.

Our Subscribers Are Well Educated

Graduated college or more	75.7%
Post-graduate degree	32.4%
Of those:	
22% have a masters degree	
6.2% have a doctoral degree	
4.2% have another professional degree (e.g., MD)	

Our Subscribers Are High Net-Worth Individuals

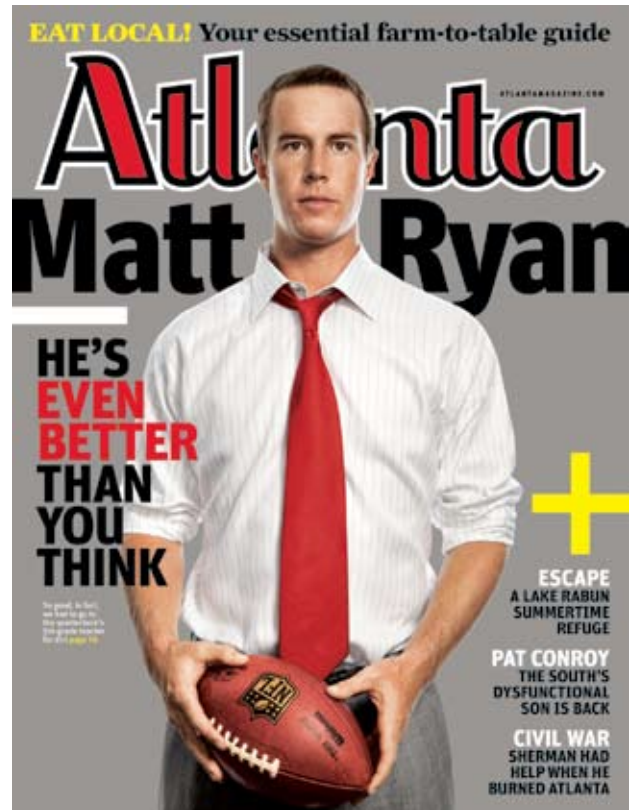
Average net worth	\$893,100
Have a net worth of \$500,000 or more	55%
Have a net worth of \$750,000 or more	36.4%
Have a net worth of \$1 million or more	28.1%
Have a net worth of \$2 million or more	9.1%

Our Subscribers Have Liquid Assets to Invest

Average value of investment portfolio	\$503,200
Have \$500,000 or more invested	77.3%
Have \$100,000 or more invested	65.4%
Have \$400,000 or more invested	35.8%
Have \$750,000 or more invested	23.3%
Have \$1 million or more invested	16.3%

Our Subscribers Are Affluent

Average income	\$165,900
Earn \$75,000 or more	78.4%
Earn \$100,000 or more	66.6%
Earn \$200,000 or more	24%

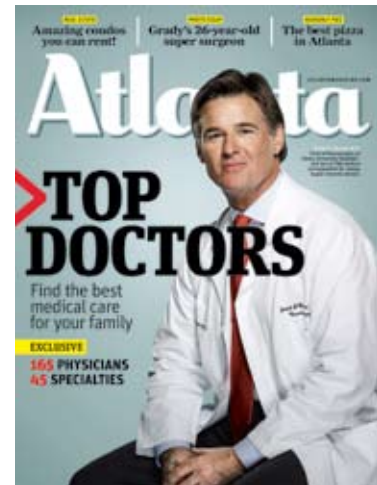


Our Subscribers Live in Expensive Homes

Average value of subscriber's home	\$411,700
Home value of \$200,000 or more	82.6%
Home value of \$500,000 or more	25.2%
Home value of \$750,000 or more	9.1%
Average Age	48.8
25-44	40.2%
45-59	33.1%
Female	73%
Male	27%

Source: Media Mark Research, Inc. Subscriber Study, November 2006

Atlanta magazine delivers a total readership of 487,162 unique individuals over the span of four issues.

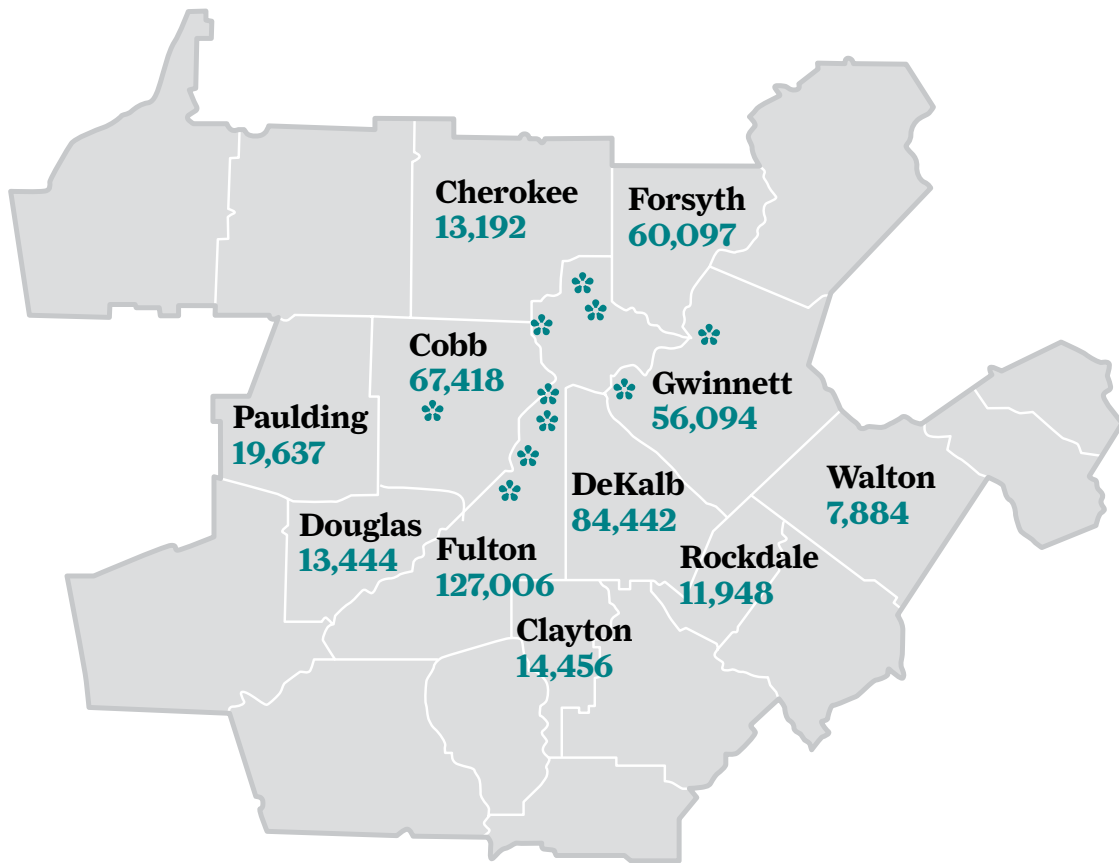


- *Atlanta* magazine reaches one out of every eight Atlanta adult residents.
- According to The Media Audit syndicated market study for the period ending May 2009, *Atlanta* magazine reaches a total audience of 487,162 unique readers over the span of four issues.
- *Atlanta* magazine reaches 70,803 Atlanta residents within the top 10 wealthiest zip codes, or one out of every four Atlanta residents within the top 10 wealthiest zip codes.
- *Atlanta* magazine reaches a total of 95,246 Atlanta residents with a household income of \$150,000 or more, or one out of every four Atlanta residents with income of \$150,000 or more.
- *Atlanta* magazine reaches a total of 160,522 Atlanta residents with a household income of \$100,000 or more, or one out of every five Atlanta residents with income of \$100,000 or more.
- *Atlanta* magazine reaches a total of 64,040 Atlanta residents with a home value of \$500,000 or more, or one out of every four Atlanta residents with a home value of \$500,000 or more.
- *Atlanta* magazine reaches a total of 116,644 Atlanta residents with liquid assets of \$250,000 or more, or one out of every three Atlanta residents with liquid assets of \$250,000 or more.
- *Atlanta* magazine reaches a total of 111,556 Atlanta residents with an advanced college degree, or one out of every five Atlanta residents with an advanced college degree.
- *Atlanta* magazine reaches a total of 90,892 Atlanta residents who are business owners/partners/corporate officers, or one out of every three Atlanta residents who are business owners/partners/corporate officers.

Source: The Media Audit, May 2009, Unique individual readers over the span of four issues.

487,162 Total Readers

Atlanta magazine reaches 487,162 unique readers over the span of four issues, or one out of every eight metro Atlanta residents.†



Atlanta magazine reaches 81,073 residents within the top 10 wealthiest zip codes over the course of four issues, or one out of every four Atlanta residents in these affluent areas.†‡

*Readership in the Top 10 Wealthiest Zip Codes‡

- | | |
|---------------------------------|------------------------------------|
| 30305 Atlanta, Fulton County | 30326 Buckhead, Fulton County |
| 30363 Atlanta, Fulton County | 30327 Sandy Springs, Fulton County |
| 30005 Alpharetta, Fulton County | 30068 Marietta, Cobb County |
| 30022 Alpharetta, Fulton County | 30097 Duluth, Gwinnett County |
| 30075 Roswell, Fulton County | 30024 Suwanee, Gwinnett County |

Sources: †The Media Audit, May 2009; ‡The Atlanta Business Chronicle 2008-2009 Book of Lists



A Commitment to Editorial Excellence

Atlanta magazine's formula for success is simple: Deliver engaging and compelling content, and the audience will follow. Since 1961, *Atlanta* magazine has served as the authority on Atlanta—profiling its people, exploring its issues, and guiding readers to what is the best in our city. Month after month, we present impeccable writing backed by solid reporting, ensuring that our stories are as informative as they are a pleasure to read. For advertisers, that formula guarantees that their message is surrounded by content that engages and stimulates the reader.

The end result is a product that is valued not only by our readers but recognized by our peers. In just the past decade, *Atlanta* magazine has won more than 235 regional and national awards for outstanding journalism and design. In 2008, for the first time in its history, *Atlanta* magazine won a National Magazine Award for feature writing, the publishing industry's most prestigious honor.

No magazine serving the Atlanta market can match *Atlanta* magazine's editorial quality. We set the standard, not only as the leading publication in the Southeast, but also as one of the country's leading city magazines.



Atlanta Magazine Interactive

Building on five decades of experience publishing the Southeast's leading monthly magazine, *Atlanta* magazine's interactive efforts are focused on the concept of delivering a targeted audience of highly interested people. We are not a TV network or daily paper; we don't market to millions. What we do provide is a qualified and intensely loyal readership. Whether you're a national brand looking to build awareness among affluent, educated Atlanta residents, or a local entrepreneur wanting to get the word out about your business, we can help you deliver your message to the right audience. We offer:

- **Highly selective and exclusive web display ad positions.** These ensure your ad gets maximum visibility by the right audience. We offer run-of-site and "zoned" ads targeting lifestyle segments such as dining, travel, and education.
- **Sponsorship opportunities for interactive content.** Sponsoring a contest, user-generated content, or a specific online project allows you to reach highly engaged web users.
- **Custom solutions.** We provide a range of services that allow you to showcase your company, product, or service. For example, an online "feature channel" creates multiple pages of linked online content with the look and feel of a microsite at the fraction of the cost. Our sweepstakes program allows you to generate buzz while gathering marketing data.
- **Atlanta Magazine Insider email newsletter and electronic marketing programs.** Sponsoring one of our editorial newsletters or opting for an exclusive email blast allows you to reach Atlanta consumers directly.
- **A creative team that helps you craft the right method to deliver your message.** We will work with you to design the most effective 360-degree approach that combines print, digital, and event solutions.



A **custom contest** exposes your brand to a highly engaged audience. Within 14 days, the "Face of Atlanta" contest attracted 138,000 pageviews, with users spending an average of 3.17 minutes on the contest web pages. *Source: HitBox Professional*

Display ads immersed in atlantamagazine.com generate response from an engaged audience. Over the three-month period of July–September, 2009, web display ads had an average click-through rate of 2.74 percent. *Source: AdButler*

Readers respond to our **electronic newsletters**. During September 2009, our weekly dining newsletter generated a click-through rate of 43 percent. *Source: BaseStation Profiling*

Visitors to atlantamagazine.com are **highly engaged**. In September 2009, the average visitor viewed 6.7 pages and spent 4.45 minutes on the site. *Source: HitBox Professional*

Atlanta Magazine Insider Demographics

Female	74%
Male	26%
18-24	8%
25-34	34%
35-44	26%
45-54	18%
55 and up	12%

Top Subscriber Locations:

Atlanta, Marietta, Smyrna, Alpharetta, Decatur

Source: BaseStation Profiling, September 2009