

# [ Digital Media Kit ]

Atlanta Magazine Digital extends the trusted brand of *Atlanta* magazine across multiple platforms—web, email, social media, tablet, and smartphone. In every format, our goal is the same: to deliver quality editorial content to our audience.





# [ Quick Statistics ]

Highlights of atlantamagazine.com include:

- Blogs on food, culture, politics, history, and more
- Robust Food & Dining coverage, including an interactive restaurant search, dispatches from the local food scene, and original recipes
- Engaging videos and photo galleries
- Popular features from the magazine re-envisioned for an online audience

## Did you know?

Relative to the general Internet population, college-educated visitors are “greatly over-represented” on atlantamagazine.com.

Source: Alexa

Monthly pageviews: 233,345

Monthly unique visitors: 69,773

Google Analytics, Aug.–Nov. 2011

Atlanta Magazine Insiders: 22,473

Twitter followers: 12,654

Facebook followers: 5,269

December 2011





# [ Display Ads ]

## Dimensions:

- Pencil: 948 x 40 pixels (collapsed) and 948 x 300 (expanded)
- Skyscraper: 160 x 600 pixels
- Rectangle: 300 x 250 pixels
- Leaderboard: 728 x 90 pixels
- Roadblock: Leaderboard + skyscraper

## Specifications:

- File saved as .jpg, .gif, or .swf (we also accept DoubleClick InRed tags)
- Max file size of 40 KB
- URL link

## Did you know?

While click-through rates vary per ad, our composite average CTR is .5% compared with the industry average of .1%.

*Source: DoubleClick benchmark report of U.S., published 2010*

Unit	Inventory
Expandable homepage pencil	1 per month
Homepage rectangle	1 per month
Run-of-site skyscraper	3 per month
Sponsor leaderboard*	1 per month
Sponsor roadblock*	1 per month

\*Select content areas of the site are available for exclusive sponsorship, such as our **Covered Dish** dining blog, **Best of Atlanta** microsite, and **50 Best Restaurants** feature. Ask your account executive about the best option for you.



At 22,000+ members and counting, the Atlanta Magazine Insider program allows registered users to access exclusive content, participate in contests and surveys, and subscribe to email newsletters.

The next four pages will outline your opportunities for reaching this carefully maintained database.

**Did you know?**

The average household spend of an Atlanta Magazine Insider is more than twice that of the average consumer.

*Source: Insight Connect*

# [ Insiders ]

## Who are our **Atlanta Magazine Insiders**?

- The same educated, affluent, engaged audience as our print readers
- 29% age 18-40
- 37% age 44-55
- 60% HHI over \$100,000
- 86% homeowners
- Hobbies: cooking, wine, travel, the arts, garden, decor, theater

Ask your account executive for detailed breakdowns of household composition, occupation, interests, and purchase behaviors.



# [ Email Newsletters ]

## Specifications:

- Dining, Recipe, and Issue Preview sponsors should provide a static 728 x 90 leaderboard (max 40 KB) and URL, plus an optional promotional message (up to 25 words)
- Birthday Card sponsors should provide a logo, URL, and promotional birthday message (up to 50 words). Special "gift" offers are encouraged.

## Did you know?

Our average open rate of 31% and click-through rate of 14% is significantly higher than the industry averages of 22% and 5%.

Sources: *GeoStation (Atlanta) and Epsilon and Direct Marketing Association Email Experience Council Q2 2011 North America Email Trends and Benchmarks Results*

Newsletter	List size	Frequency
Dining	7,397	Weekly
Recipe	7,332	Weekly
Issue Preview	5,899	Monthly
Birthday Card*	22,483	Daily

December 2011

\*Sent to all Insiders on their birthdays. List size represents yearly commitment; up to six category-exclusive spots available. All other newsletter sponsorships are exclusive and sold by the month.

The screenshot shows an email newsletter header with the Atlanta Magazine Insider logo and the title "SOUTHERN Recipes". Below the header are two promotional banners: "NEW SHOWROOM NOW OPEN! WIDE VARIETY OF LUXURY PRODUCTS" and "COWAN SUPPLY LUXURY PLUMBING SHOWROOM CALL 404.351.6351". The main content is a recipe for "Joshua Hopkins's Roasted Quail with Cornbread Stuffing". The recipe includes a short bio of Joshua Hopkins, a list of ingredients, and a list of cornbread ingredients. A photograph of the finished dish is shown on the right side of the recipe. The email footer includes the text "Photograph by Greg Dupree: view more photos of the".



# [ Dedicated E-Blasts ]

Send a dedicated “Special Offer” or “Exclusive Event” promotion to Atlanta Magazine Insiders who have signed up to receive it.

*Specifications for completed creative:*

- File saved as .jpg or .gif
- Html files also accepted
- Max file size of 100 KB
- Total creative no wider than 700 pixels
- Subject line
- URL link

*Specs for custom creative (recommended):*

- Logo and/or headline (max width 600 pixels)
- Two 300 x 225 promotional images
- Intro text (up to 50 words)
- Body copy (up to 100 words)
- Subject line
- URL link

## Did you know?

Atlanta Magazine Insiders are twice as likely as the average consumer to be “shopping addicts” and “green consumers” and three times more likely to be “trendy homemakers” and AmEx cardholders.

*Source: Insight Connect*

E-Blast	List size	Frequency
Special Offers	12,017	One-time
Exclusive Events	12,376	One-time

*December 2011*



SCAD Atlanta presents deFINE ART, February 22-26. The annual program, featuring keynote speaker Marina Abramovic, includes lectures, exhibitions, performances, and public events. Click here to learn more about the event.



# [ Travel ]

## *Specifications:*

- Newsletter sponsors should provide a static 728 x 90 leaderboard (max 40 KB) and a URL link, plus an optional promotional message (up to 25 words)
- Featured Event advertisers should follow submission instructions at:  
<http://www.atlantamagazine.com/forms/featuredevent.aspx>
- Dedicated email blasts, see page 4

## **Did you know?**

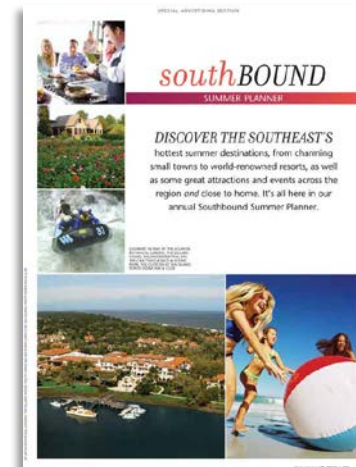
Atlanta Magazine Insiders identify personal domestic travel, vacation cruises, and personal international travel as their top three types of travel. They are more than twice as likely as the average consumer to be frequent fliers.

*Source: Insight Connect*

New in 2012, our travel email program consists of three distinct, complementary products:

- Sponsorship of our monthly “Southbound” email newsletter—an extension of our print special advertising section of the same name
- A Featured Event listing within the “Southbound” newsletter
- Dedicated email blasts to our travel list

As of December 2011,  
**5,648** Atlanta Magazine  
Insiders have subscribed to  
receive our travel emails.





# [ Sweeps & Contests ]

Our turnkey campaigns are promoted on social media, with a run-of-site button ad, on the site's contest list page, and when possible, in print.

### Specifications:

- Sweeps advertisers should supply a logo, 2-3 promotional images (72 dpi), URL link, and prize description (up to 50 words)  
Optional: They may also supply a 160 x 600 skyscraper ad (max 40 KB) and 1-2 market research questions
- Word Search advertisers should supply the above plus up to 12 search terms (max 17 characters each)
- Pet of the Month sponsors should supply a logo, 160 x 600 skyscraper (max 40 KB), URL, and up to 50 words promotional copy

### Did you know?

Atlanta Magazine Insiders have won overseas trips, backstage experiences, and shopping sprees. But our most coveted prize was a spot on the cover for one cute pet; our Pet Cover Contest garnered more than 1 million pageviews in three months.

Special opportunities arise throughout the year, but here's a look at our recurring products:

- **Basic Sweeps:** You provide the prize, we provide a custom registration page, promotion, and opt-ins
- **Editorial Sweeps Sponsorship:** Sponsor a themed giveaway tied to an issue of the magazine
- **Word Search:** This customizable game is a fun, interactive entry point to your sweeps
- **“Pet of the Month” Sponsorship:** Put your mark on our popular photo contest





# [ Digital Edition ]

Atlanta magazine's digital replica edition, distributed through Zinio, can be read on your desktop, laptop, iPhone, iPad, and Android.

All ads from the print edition run in the digital edition free of charge and contain live links to advertiser URLs (assuming the ad creative contains a web address).

## Interactive iPad edition

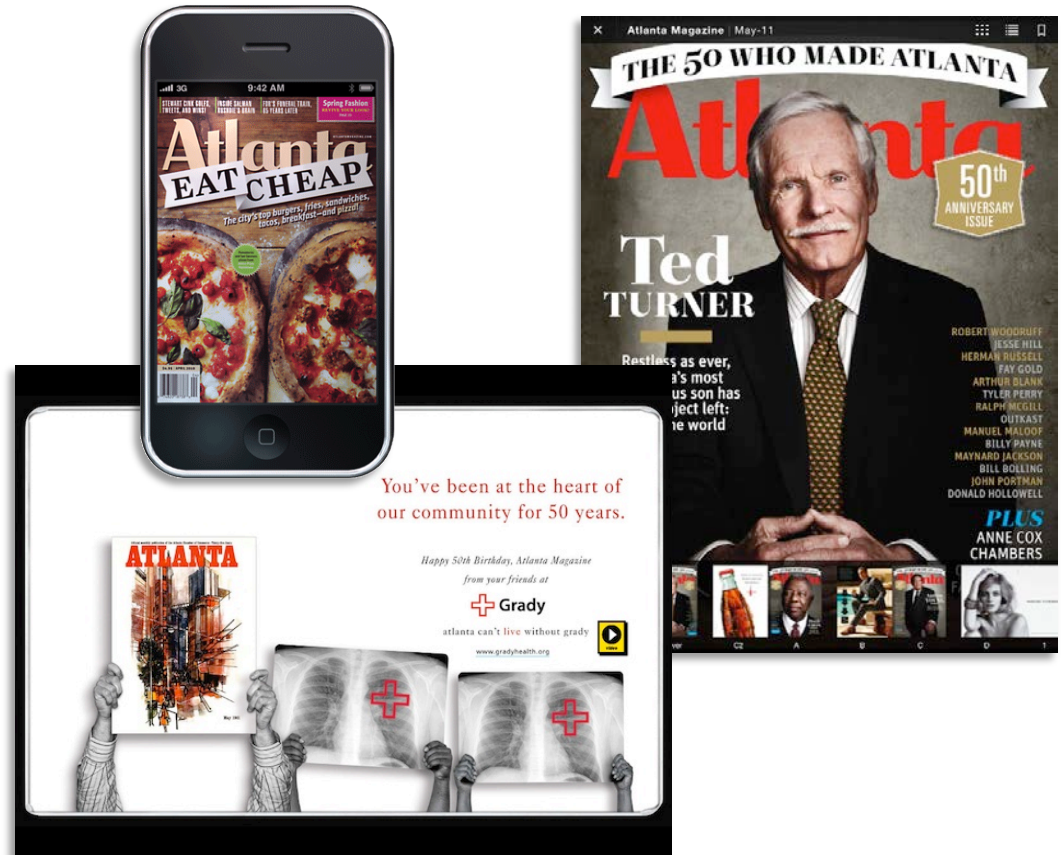
The iPad edition can include video embeds, slideshows, and additional paging (such as a catalog). Contact your account executive for a customized proposal.

## Did you know?

59% of current tablet users say their magazine reading time increased since they started reading on mobile devices. 52% of tablet magazine readers say digital ads provide more information than print ads, and 36% say that digital ads are "fun to engage and interact with."

Source: Association of Magazine Media  
"Mobile Magazine Reader" Study, Nov. 2011.

The number of single copies of the digital issue purchased by consumers increased 280% between 2010 and 2011. Source: Zinio





# [ Smartphone Apps ]

Atlanta magazine's first smartphone app, **Atlanta Magazine Dining Guide**, debuts January 2012. This iPhone app features the magazine's authoritative dining guide presented in an interactive, searchable format along with social media features, photo sharing, and more.

Planned apps for 2012 include:

- Farmers Market Finder (late spring 2012)
- Best of Atlanta (late fall 2012)

### Did you know?

23% of the traffic to atlantamagazine.com comes from mobile devices.

Source: Google Analytics

Smartphone apps can be sponsored by a single advertiser. See your account executive for a customized proposal.

