

Media Kit - 2025

OVERVIEW

Georgia Business & Lifestyle is the leading lifestyle publication in Georgia, celebrating the best of the Peach State and beyond. With a strong focus on business opportunities, community connection, local culture, and travel exploration, the magazine offers an inside look at Georgia's vibrant business and lifestyle.

Mission:

Our mission at Georgia Business & Lifestyle is to celebrate the essence of Georgia by bridging consumers, business opportunities, community connections, and local culture while inspiring readers through engaging stories, expert insights, and travel exploration. We aim to empower our audience with knowledge, foster connections, and spotlight the vibrant business and lifestyle that defines the Peach State and beyond.

Target audience:

Our readers are consumers, community-conscious, culture-loving individuals aged 32-57 who are passionate about discovering the best in business and lifestyle, along with local dining, arts, entertainment, and leisure. They are responsive, active, engaged, and seeking unique experiences in Georgia and beyond.

What sets us apart:

- **Dedicated Local Focus:** We cover what truly resonates with Georgia residents and visitors alike.
- **High-Quality Content & Photography:** Known for in-depth articles and stunning visuals, our publication stands out in print and online.
- **Cross-Platform Reach:** With both print and digital editions, Georgia Business & Lifestyle magazine reaches a diverse audience across online and offline mediums, extending advertisers' visibility and engagement.

The information contained in this media kit is intended exclusively for use by advertisers, local business owners, and their designated advertising representatives. It is provided solely to assist in the evaluation and planning of advertising opportunities with Georgia Business & Lifestyle. Any reproduction, distribution, or use of this material for purposes outside of advertising considerations with Georgia Business & Lifestyle is strictly prohibited.



Audience:

Female Readers	46%
Male Readers	54%
Average Home Value	\$755,620
Average Household Income	89.8K
Average Age [38-57]	67.5%

Report date: January 1 to September 30, 2024.

Distribution:

Print Circulation: 25,000 copies distributed quarterly across opt-in subscribers, hotels, local businesses, tourist centers, and other high-traffic locations.

Digital Reach:

Monthly visitors: 380,000
Monthly pageviews: 450,000
Peak active users: 17,600
Average sessions per user: 1.2
Average session time: 12.5 (minutes)

Off-page Reach:

📷 5.4K 👍 13K ✉️ 75K

Print Copies DISTRIBUTION

Primary Distribution: Opt-in Subscriptions

(Available Exclusively Online: Subscriptions can be purchased Digital only through our website at gabusinessandlifestyle.com, offering readers the convenience of direct delivery.)

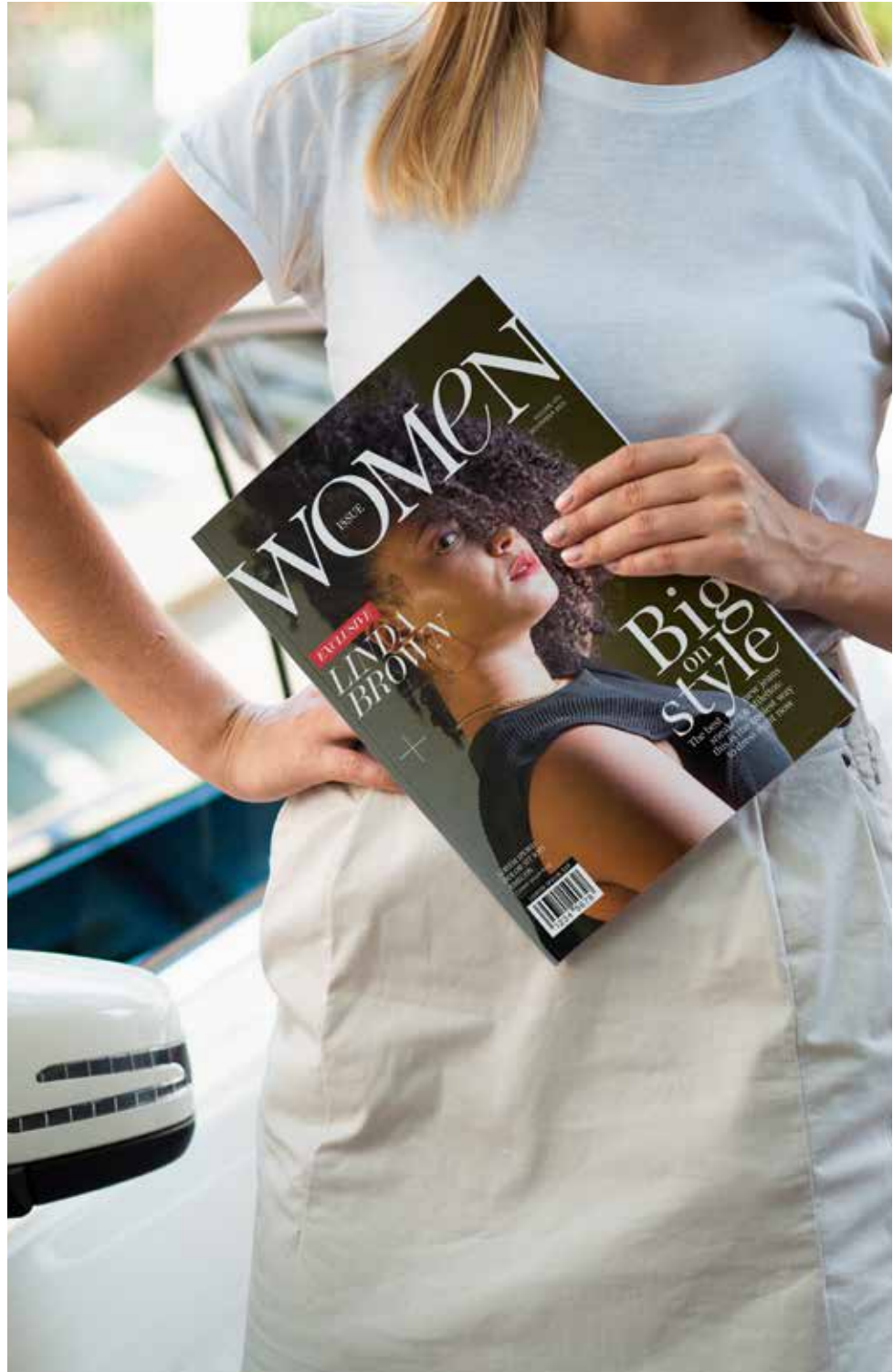
Top 10 Subscriber Zip Codes:

Our readership is concentrated in the following areas: 30327, 30005, 30075, 30307, 30009, 30008, 30097, 30338, 30188, and 30399.

Additional Distribution Points at Retail Locations:

The magazine is available at select local retailers, luxury auto dealerships, markets, bookstores, and boutiques.

This distribution strategy ensures that Georgia Business & Lifestyle Magazine is accessible to both our loyal subscribers and a wider audience of locals and visitors frequenting key hotspots across NE Georgia, NW Georgia, and Atlanta.



Editorial

CALENDAR

Winter

Growth Strategy (Jan 31, 2025)

Highlighting Billionaire Elon Musk with D.O.G.E. to reduce wasteful spending and streamline bureaucracy.

- **EYES ON BITCOIN** – What opportunities exist for investors? Bitcoin saw explosive growth immediately after the recent U.S. presidential elections, rising and retaking the spotlight from former highs of \$73,000 in March 2024.
- **Fastest-Growing Online Industries to Invest In 2025** – Investing in these online industries can set you up for a thriving future.
- **Georgia Wineries and Wine Tasting** – Georgia’s wineries offer a perfect blend of stunning landscapes, Southern hospitality, and exceptional wines.

Summer

Flavor & Festivities (July 1, 2025)

Exploring Georgia’s culinary scene and summer festivals.

- **Taste of Georgia** – A culinary exploration of must-visit food spots from good ole Georgia BBQ to high-end eateries with summer specials.
- **Meet the Chef** – Dive into the region’s culinary scene and explore local restaurants, including tasting tours and interviews with Chefs who infuse the local flavor into their creations.

Spring

Health & Fitness (April 1, 2025)

Health is a state of complete physical, mental, and social well-being and not merely the absence of disease.

- **Big Pharma is Killing Us** - Drug companies are hated for a reason—they exist to maximize profits, not make us healthier. It's time to put them under public control.
- **Sustainable Farming** – Grow Your Own! Families grow their own fresh, healthy food in home-based backyards and market gardens.
- **Fitness Success** – I was my own worst enemy - I created my own obstacles.

Fall

Design & Innovation (Oct 1, 2025)

Celebrating creativity with features on architecture, sustainable design, and local innovators.

- **Architectural Tour of Modern & Historic Georgia** – A photo-rich feature on landmark architecture in the area, from classic Southern Revival to cutting-edge sustainable buildings.
- **Artisanal Markets and Sustainable Fashion** – Exploring the rise of sustainable design in fashion, home goods, art, and featuring local markets that emphasize eco-friendly creations.

Advertising Opportunities

RATES CARD

PLACEMENT	ONE QUARTER	UP TO 3 QUARTERS	ALL YEAR (4 QUARTERS)
2-full Page Spread	\$3,500	\$3,250	\$3,000
Full Page	\$1,750	\$1,625	\$1,500
Half Page	\$1000	\$825	\$750
Quarter Page	\$500	\$425	\$375
Premium Placement Surcharge	\$300	\$225	\$225
Advertorial	\$1,750	⊗	⊗

Specs:

2-FULL PAGE SPREAD:

- Trim Size: 16" x 11"
- Bleed Size: 16.25" x 11.25" (add 0.125" bleed on all sides)
- Live Area: 15.5" x 10.5" (to ensure no critical content is cut off)

FULL PAGE:

- Trim Size: 8" x 11"
- Bleed Size: 8.25" x 11.25" (add 0.125" bleed on all sides)
- Live Area: 7.5" x 10.5" (to ensure no critical content is cut off)

HALF PAGE (HORIZONTAL):

- Trim Size: 8" x 5.5"
- Bleed Size: 8.25" x 5.75" (add 0.125" bleed on all sides)
- Live Area: 7.5" x 5" (to ensure no critical content is cut off)

QUARTER PAGE:

- Trim Size: 4" x 5.5"
- Bleed Size: 4.25" x 5.75" (add 0.125" bleed on all sides)
- Live Area: 3.5" x 5" (to ensure no critical content is cut off)

File Format: High-resolution PDF (300 dpi) with crop marks and bleeds. **Color Mode:** CMYK.
All advertising materials must be print-ready.

Print DEADLINES

Each issue of Georgia Business & Lifestyle Magazine is carefully curated and planned in advance to ensure a high-quality final product. To guarantee timely and successful ad placements, please adhere to the following deadlines:

Issue	Ad Sales Close	Materials Due	Production Date
Winter	January 16, 2025	January 25, 2025	January 31, 2025
Spring	March 14, 2025	March 19, 2025	March 22, 2025
Summer	June 17, 2025	June 19, 2025	June 24, 2025
Fall	September 16, 2025	September 19, 2025	September 23, 2025

Format: High-resolution PDFs are preferred, but we also accept PDF or EPS files.

Resolution: All images should be at least 300 dpi to ensure sharp, high-quality print.

Color Profile: A CMYK color profile is required. Avoid RGB to maintain color accuracy.

Spec Sizes: Ads must adhere to the following sizes:

- **Full Page with Bleed:** 8.5" x 11" (with a 0.125" bleed on all sides)
- **Two-Page Spread with Bleed:** 17" x 11" (with a 0.125" bleed on all sides)
- **Half Page:** 8.5" x 5.5"
- **Quarter Page:** 4.25" x 5.5"
- **Bleeds & Margins:** Ensure all full-page and spread ads have a 0.125" bleed. Keep text and key graphics within a 0.5" margin from the edge.

Proofing Process:

Once your ad is placed within the layout, a proof will be sent to you for review. Please provide your approval or any adjustments promptly to meet print deadlines.

Late Submissions:

Ads or materials submitted after the specified deadline may not be included in the issue due to production timelines.

Added VALUES

At Georgia Business & Lifestyle, we recognize the value of long-term partnerships and are excited to extend exclusive, complimentary digital perks to advertisers who commit to a full year with us. Maximize your brand's visibility with these added benefits:

1. Complimentary Digital Advertising on gabusinessandlifestyle.com

- Year-round advertisers can place up to 3 banner ads across our website.
- Enjoy an impressive 28,000 monthly impressions, engaging a broad, loyal readership throughout the year.
- Banner ads can be customized across different sizes and placements, ensuring optimal reach and engagement for your brand.

2. Monthly E-Newsletter Ad Insertions

- Reach more than 75,000 subscribers through our monthly e-newsletter, sent directly to engaged and responsive readers.
- Year-round advertisers can insert one ad per month in our newsletter, aligning your messaging with fresh editorial content and seasonal features.



SUCCESS

Advertiser Testimonial:

"Advertising with Georgia Business & Lifestyle Magazine will help you connect with your targeted audience on a deeper level. Increased engagements, both online and in-stores and businesses. It's a must for any local brand!"

Case Study

- Major Publication Exposure
- **Objective:** Raise brand awareness with online digital, and offline print advertising.
- **Result:** Achieved a 30% increase in foot traffic during the first month, attributed to exposure in both the print and digital magazine, as well as a social media feature.

Highlight how our advertising solutions can create measurable success for brands.



CONTACT INFORMATION

*Let us help you reach
your desired audience
in Georgia Business & Lifestyle
Magazine*

**Editor in Chief
Vernell Burris, Jr.**

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Ad Placement

706-715-4193
Advertising@gabusinessandlifestyle.com

To streamline your advertising experience, Georgia Business & Lifestyle Magazine provides a self-service website at gabusinessandlifestyle.com. Here, advertisers have 24/7 access to:

- View and download the latest media kit.
- Receive updates on any changes to the media kit.
- Request advertising placements.
- Launch and manage digital advertising campaigns.
- Track digital campaign performance.
- Submit story pitches, press releases, and much more.

