



Celebrating the Georgia lifestyle

2026 Media Kit

Celebrating the Georgia lifestyle
Georgia
MAGAZINE



Your trusted marketing partner

For **80 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
570,207 paid subscribers and
1.2 MILLION monthly readers.

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

Our readers

Our readers welcome *Georgia Magazine* into their homes each month as a trusted friend. They engage with our magazine to learn about the people and places that make our state unique and rely on us for inspiration when making travel plans, looking for delicious recipes and seeking local events to experience.

AVERAGE HHI

\$105,800

HOMEOWNERS

96%

AVERAGE HOME VALUE

\$452,500

READ 3 OR MORE OF THE LAST 4 ISSUES

80%

TIME SPENT WITH EACH ISSUE

35 MINUTES

RESPONDED TO AN AD IN *GEORGIA MAGAZINE*
IN THE PAST 12 MONTHS

50%

67%
FEMALE

33%
MALE

66
AVERAGE AGE

88%
AGE 50+

INTERESTED IN EVENTS AND
TRAVEL DESTINATIONS

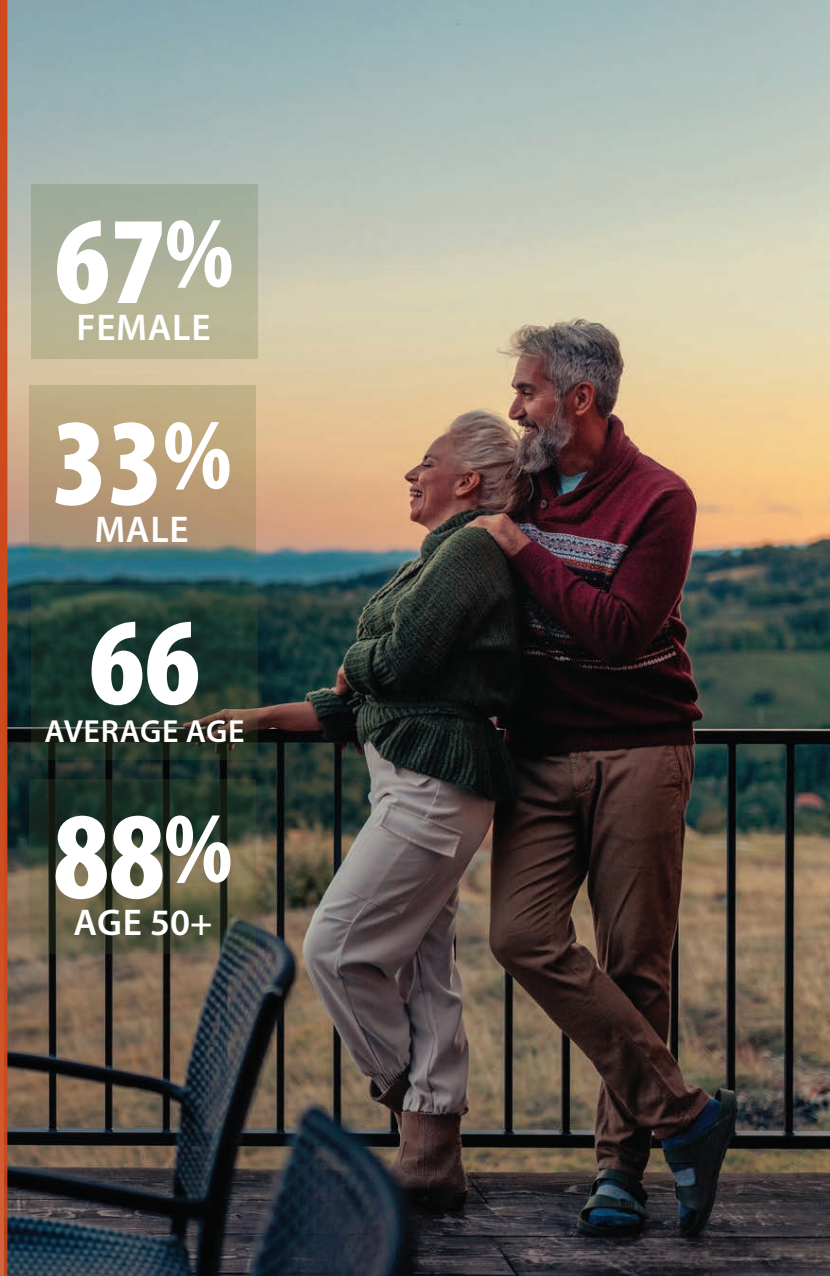
78%


4-YEAR COLLEGE GRADUATE OR BETTER

49%

ATTENDED COLLEGE

81%





16+ years

AVERAGE TIME AS A LOYAL SUBSCRIBER

Our audience engages

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*.



56%

OWN A PET



Reader interests



80%

REPORT TAKING AN IN-STATE OR NEIGHBORING STATE VACATION IN THE LAST 12 MONTHS



43%

HAVE TAKEN 3 OR MORE TRIPS WITHIN THE U.S. IN THE LAST 12 MONTHS



62%

ARE INTERESTED IN HOME IMPROVEMENT PROJECTS



52%

REPORT HAVING A GARDEN

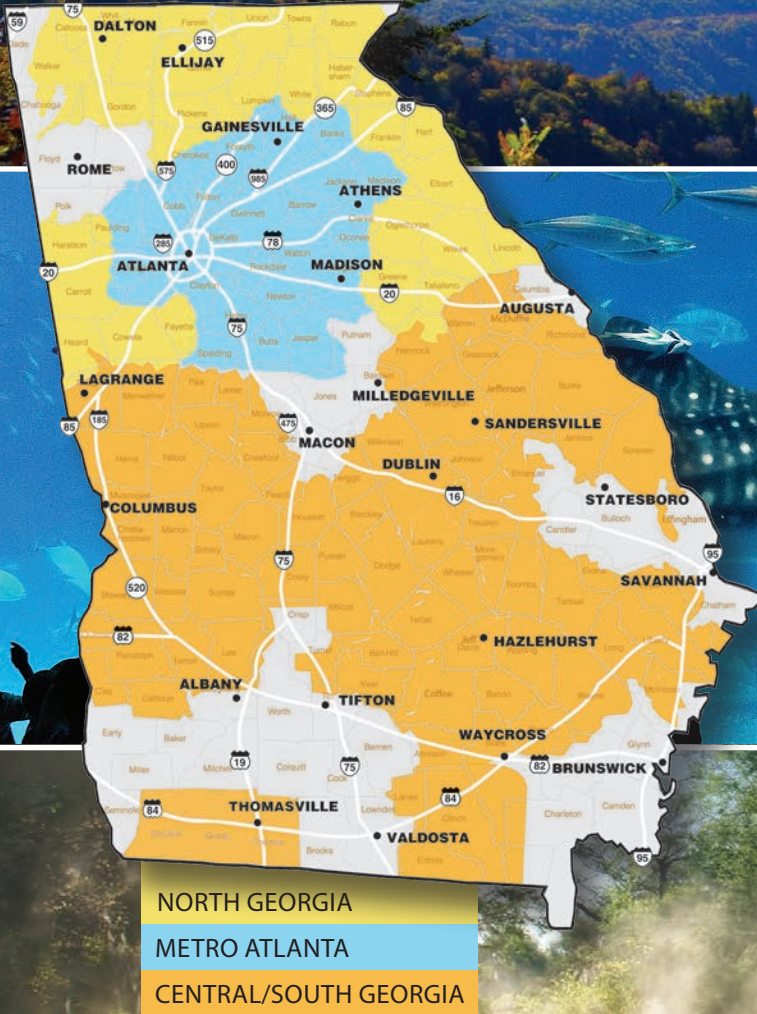


48%

HAVE AN ACRE OR MORE OF PROPERTY

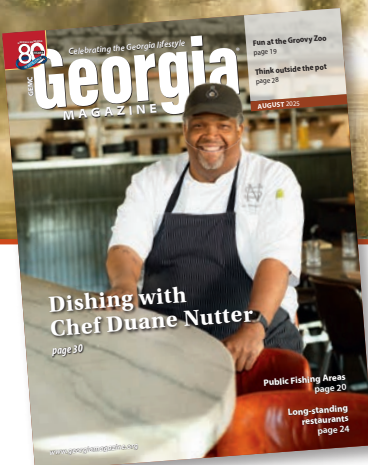
Our Circulation

Georgia Magazine reaches more than a
MILLION READERS
every month.



TOTAL READERSHIP
1,200,000

AVERAGE MONTHLY AUDITED
CIRCULATION
570,207
paid subscribers



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

2026 editorial calendar January - June



January

Features:

- Choose your educational path
- Georgia aviation at Middle Georgia State University
- Georgia CASA

Travel: Spotlight on Macon

Special Ad Section:

Education Guide with reader response vehicle

February

Features:

- Champion trees in Georgia
- Springfield Baptist Church, Augusta
- Mah-jongg groups

Travel: "Big" things in Georgia

March

Features:

- No More Liddering recycling/art program
- Professional and hobby pool players
- Mulberry Street Cemetery in LaGrange

Travel: "Behind the scenes" tours

Special Ad Section:

Spring Travel Guide with reader response vehicle

April

Features:

- 50th Anniversary of the Atlanta Botanical Garden
- Inheriting the farm, plus Georgia's Centennial Farms program
- Mary Ellen Denney, teenage motocross racer

Travel: Bioluminescence tours in Georgia

Special Ad Section:

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

May

Features:

- The Jerks of Cartersville soda fountain
- BRAG – Bicycle Ride Across Georgia
- Eugene England's antique farm equipment

Travel: Lake vacations

June

Features:

- Steve Harvey and the Steve & Marjorie Harvey Legacy Ranch in The Rock
- FIFA World Cup in Georgia
- Flat-water paddling in Gainesville

Travel: Historic Georgia forts

Special Ad Section:

Summer Travel Guide with reader response vehicle

2026 editorial calendar July - December

July

Features:

- Atlanta Braves players: heroes off the field
- Honor flights

Travel: America's 250th anniversary

August

The Outdoors Issue

Features:

- Deep-sea fishing
- Public hunting lands
- Appalachian Trail Club

Travel: Georgia's natural springs

Special Ad Section:

Fall Festival Guide formatted ad section

September

Features:

- Global Blessings helps seniors age in place
- The world is your oyster!
- License plate collectors
- Accessible outdoor recreation sites

Travel: Spotlight on Thomasville

Special Ad Section:

Fall Travel Guide with reader response vehicle

October

Features:

- Team Trivia in Georgia
- Cotton is king
- Georgia's pecan farms
- The Georgia Hi-Lo Trail
- American Prohibition Museum, Savannah

Travel: Haunted hotels

Special Ad Section:

Fall Travel Guide with reader response vehicle

Fall Festival Guide formatted ad section

November

The Giving Issue

Features:

- Comfort Farms, Milledgeville
- Programs that support foster children
- Gifts from Georgia

Travel: Georgia Veterans State Park, Cordele

Special Ad Section:

Holiday Events Guide formatted ad section

Georgia Products Guide formatted ad section

December

Features:

- Seed swapping
- There's an app for that!
- Christmas light tours
- Curling clubs
- More gifts from Georgia

Travel: Christmas tea rooms

Special Ad Section:

Winter Travel Guide with reader response vehicle

Georgia Products Guide formatted ad section



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 10 MB) 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"

