

GEORGIA MAGAZINE

80
YEARS
of EXCELLENCE

Celebrating the Georgia lifestyle 2025 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
566,377
paid subscribers and

1.2 MILLION
monthly readers.

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



2 • **Georgia** MAGAZINE *Celebrating the Georgia lifestyle*

2025
MEDIA KIT

TO ADVERTISE: Harold Chambliss, (404) 345-9486, harold.chambliss@chamblissmediagroup.com

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.

\$95k
AVERAGE HHI

96%
HOMEOWNERS

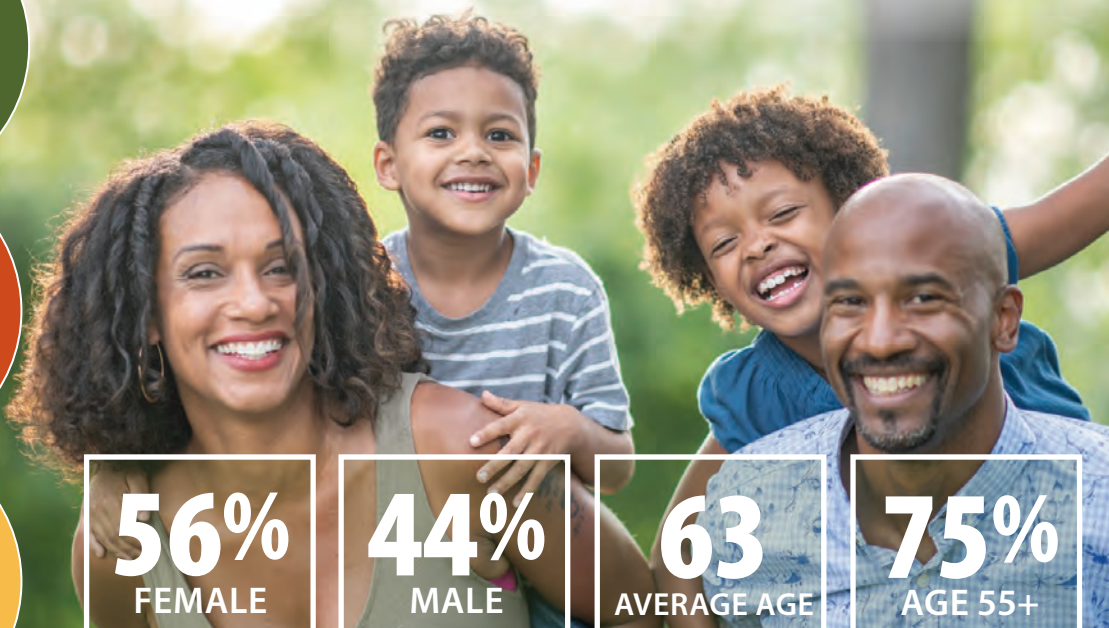
18%
VACATION
HOMEOWNERS

56%
FEMALE

44%
MALE

63
AVERAGE AGE

75%
AGE 55+



80%
READ 3 OR MORE
OF THE LAST
4 ISSUES

46
MINUTES
TIME SPENT WITH
EACH ISSUE

50% RESPONDED TO AN AD IN
GEORGIA MAGAZINE IN THE
PAST 12 MONTHS

32% ATTENDED AN EVENT OR
PLANNED A TRIP BASED ON
MAGAZINE'S CONTENT

34% 4-YEAR COLLEGE GRADUATE
OR BETTER

78% ATTENDED/GRADUATED
FROM COLLEGE

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OUR AUDIENCE ENGAGES



15.9 years

AVERAGE TIME AS A LOYAL SUBSCRIBER

READER INTERESTS



62%

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



61%

HAVE DONE HOME IMPROVEMENT PROJECTS IN THE LAST 12 MONTHS



54%

REPORT HAVING A GARDEN



58%

HAVE AN ACRE OR MORE OF PROPERTY



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.



50%

OF OUR READERS REPORT RESPONDING TO AN AD IN THE MAGAZINE IN THE LAST 12 MONTHS

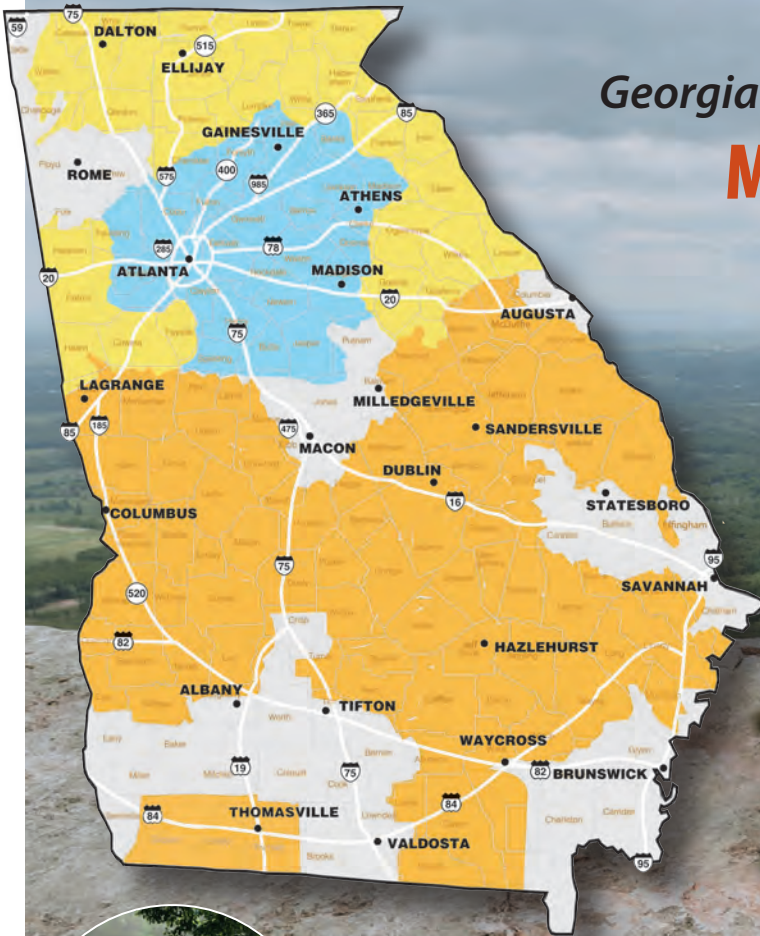


74%

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

OUR CIRCULATION

Georgia Magazine reaches more than a
MILLION READERS
every month.



TOTAL READERSHIP
1,200,000

AVERAGE MONTHLY
AUDITED CIRCULATION

566,377
paid subscribers

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



NORTH
GEORGIA



METRO
ATLANTA



CENTRAL/
SOUTH GEORGIA

5 - Georgia MAGAZINE Celebrating the Georgia lifestyle

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2025
MEDIA KIT

2025 EDITORIAL CALENDAR

January - June



JANUARY

Features:

- Jimmy Carter's legacy in Georgia
- Washington Youth Tour
- Georgia's military schools
- Georgia's giant sasquatch

Travel: Georgia's escape rooms

SPECIAL AD SECTION

Education Guide with reader response vehicle



FEBRUARY

Features:

- Explore Georgia's DNR centers
- Ma Rainey House, Columbus

Travel: Spotlight on Valdosta



MARCH

The Wildlife Issue

Features:

- Discover the Okefenokee Swamp
- Atlanta Coyote Project
- The joy of bird-watching

Travel: Critter festivals

SPECIAL AD SECTION

Spring Travel Guide with reader response vehicle



APRIL

Lineman Appreciation Month

Features:

- The black caddies of Augusta
- Rose gardens around Georgia, including Thomasville, The Rose City
- Georgia lacemakers

Travel: Fun lodging around the state

SPECIAL AD SECTION

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



MAY

The History Issue

Features:

- Vintage base ball
- Georgia's World War II heritage
- The historic City of Hawkinsville steamboat

Travel: Georgia's historic depots



JUNE

The Outdoors Issue

Features:

- Tubing adventures
- Treetop excursions
- Georgia's garden clubs

Travel: Walking tours bring Georgia's history to life

SPECIAL AD SECTION

Summer Travel Guide with reader response vehicle

Photo credits: 1) LBJ LIBRARY, 2) ISTOCK.COM / HALFPPOINT, 3) ISTOCK.COM / LAVIN PHOTOGRAPHY, 4) ISTOCK.COM / WESTERSON, 5) ISTOCK.COM / JONATHAN SLOANE, 6) ISTOCK.COM / HUEPHOTOGRAPHY

2025 EDITORIAL CALENDAR

July - December



JULY

Georgia Magazine's 80th anniversary

Features:

- Georgia Library Service for the Blind and Print Disabled
- Tiny Stitches
- World Snake Day

Travel: The need for speed: Georgia's speedways, racing museums



AUGUST

Features:

- Reader stories: The teacher who inspired me
- Georgia's Public Fishing Areas
- The Groovy Zoo, Mineral Bluff

Travel: A tour of Georgia's oldest restaurants

SPECIAL AD SECTION

Fall Festival Guide formatted ad section



SEPTEMBER

Features:

- Friends of Georgia libraries
- The Big Chicken, Marietta
- Saving the monarch butterflies

Travel: Western-themed attractions in Georgia

SPECIAL AD SECTION

Fall Travel Guide with reader response vehicle



OCTOBER

Features:

- Mesker storefronts + a look at architecture
- Square-dancing groups
- Famous Georgia graves
- Celebrating National Cooperative Month

Travel: Haunted hotels

SPECIAL AD SECTION

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



NOVEMBER

Features:

- Our annual guide to Georgia products
- "Gratefull" community gathering, Dalton
- New Horizons Bands in Georgia
- Georgia's Cherokee history

Travel: Waterwheels around the state

SPECIAL AD SECTION

Holiday Events Guide formatted ad section



DECEMBER

Features:

- Poinsettia nurseries
- Tea time in Georgia
- City-themed Monopoly games

Travel: Gifting homegrown experiences

SPECIAL AD SECTION

Winter Travel Guide with reader response vehicle

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 10MB) can be emailed to:

gayle.hartman@georgiaemc.com.

For additional information, please contact:

Gayle Hartman at (770) 270-6994.

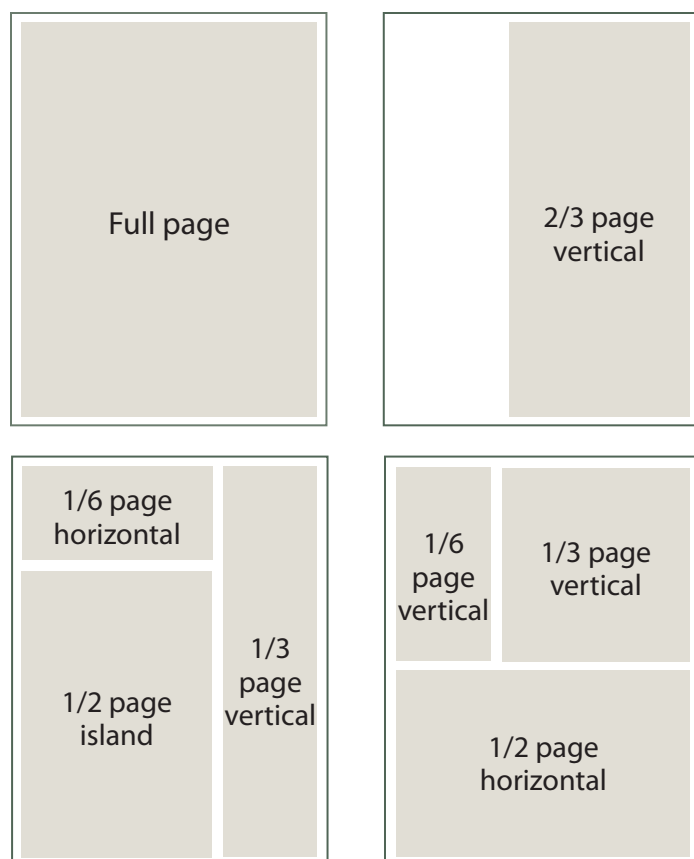
DIGITAL SPECIFICATIONS

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"