

GeorgiaTrend: Linking You to Business Leaders for 35 Years

REACH MORE READERS: 49,000 print; 6,500 digital; 183,000 readers

TARGET TOP LEADERS/DECISION-MAKERS: 81% senior-level executives

INFLUENCE ENGAGED READERS: 98% read Georgia Trend every month

BUILD YOUR BRAND: Magazine advertising ranks as the #1 media buy to boost a company's brand favorability and increase sales*

RECEIVE MORE VALUE FOR YOUR INVESTMENT:

- More powerful editorial for senior-level executives
- More impressions for your advertising message
- More platforms to target your audience



Our subscribers are your ideal audience

YOU'LL REACH LEADERS IN ATLANTA AND ACROSS GEORGIA WITH ONE MEDIA BUY.

Georgia Trend is the only publication that covers the people, companies, issues and trends that define Georgia. Our subscribers are the leaders who shape our state – leaders in business, politics and economic development.

88%: Influence purchasing decisions

\$255,000: Average household income

75 MINUTES: Average time spent reading each issue

81%: Senior-level position or title

4 READERS PER COPY



* MPA 2017 Research



GeorgiaTrend.com