

More Influencers. More Exposure. More Value.

Georgia Trend Delivers More.

229,308 TOTAL CONTACTS

44,200 PRINT SUBSCRIBERS X **4.1** READERS PER COPY = **180,941** PRINT READERSHIP + **48,367** DIGITAL SUBSCRIBERS

80%	Senior-level: CEO, CFO, COO, President, Owner, VP, Manager / Director
52	Average age
\$279,000	Average Household Income – <i>\$70,000 higher than peer average</i>
68 MINUTES	Average time spent reading one issue – <i>peer average 37 minutes</i>
4.1	Average number of people who read each copy of magazine
86%	Percentage of subscribers who graduated college
32%	Percentage of subscribers with Masters or Doctoral Degree

CVC Audit January 2020 – December 2021



Connecting influential leaders from every county, community, city and major metro across the state, Georgia Trend delivers in-depth content, analysis and perspective. With multi-platform media options, and our statewide award-winning editorial coverage and subscriber base, Georgia Trend delivers a most cost-efficient strategy to:

- Build and strengthen your brand
- Introduce new products and services
- Increase and broaden awareness
- Engage through print, digital, social, content and sponsorship options

AUDITED CIRCULATION ENSURES YOU REACH ENGAGED READERS

Georgia Trend is audited by CVC – Circulation Verification Council. We ensure that your message is delivered to a qualified and controlled audience. There is no guesswork here when you invest in reaching our subscribers.



GeorgiaTrend.com