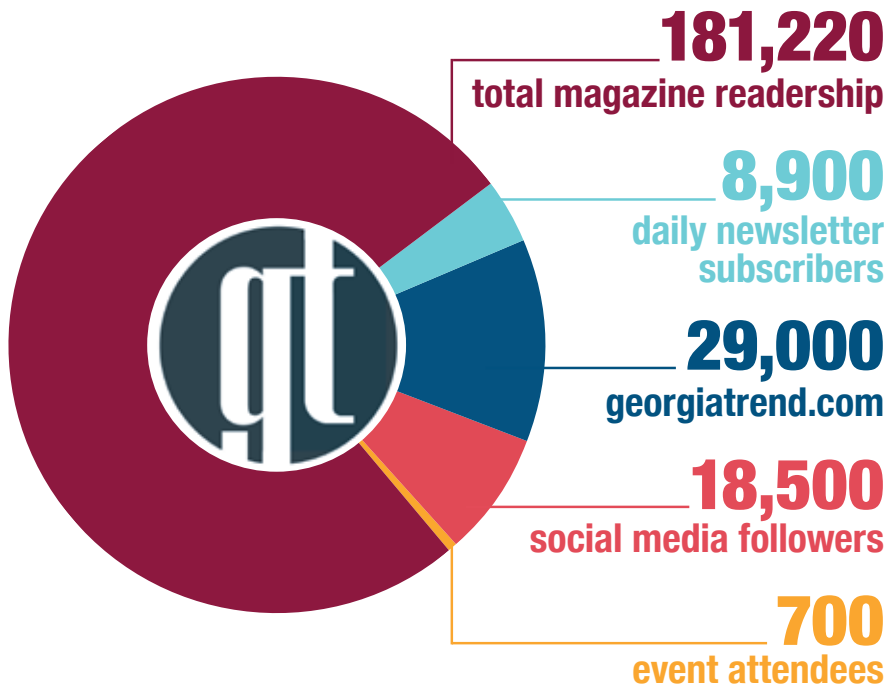


# AUDIENCE

## By the Numbers



# 238,320

TOTAL AUDIENCE

**44,200** MONTHLY AUDITED PRINT CIRCULATION,  
CVC Audit

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

**\$279,000**  
average household income

**80%**  
senior-level management

**74%**  
discussed an item  
seen in an issue

**86%**  
college graduates

**66%**  
spend 30 minutes or more  
reading each issue

**79%**  
younger than 59 years of age

### 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.