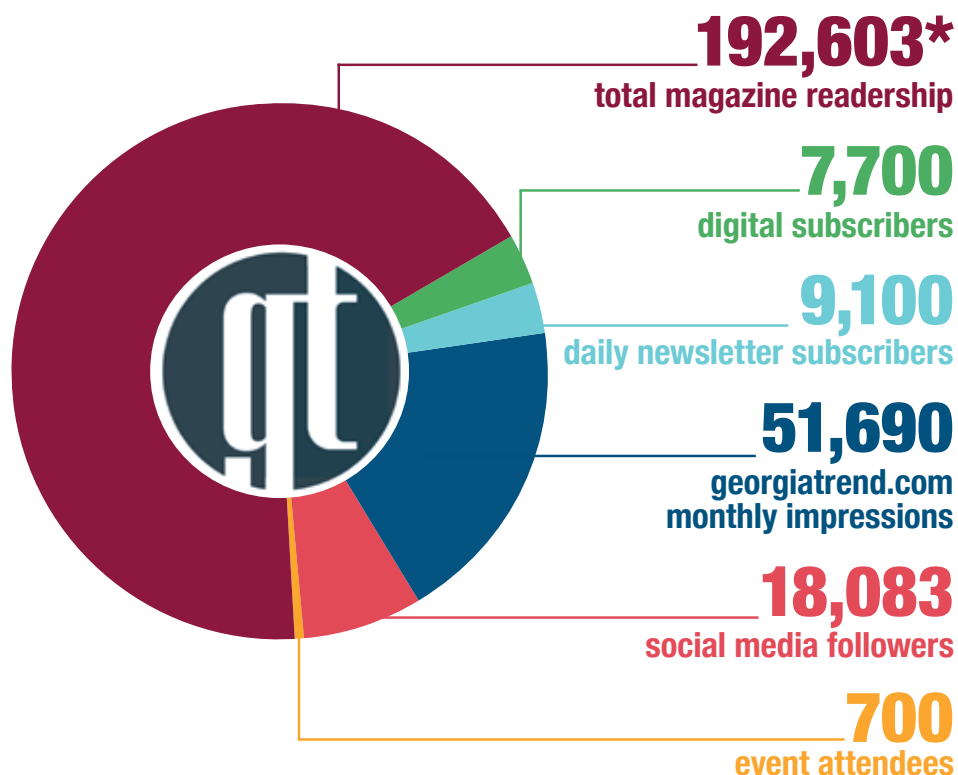


# AUDIENCE

## By the Numbers



279,876  
TOTAL AUDIENCE

**\*45,858 x 4.2 readers per copy = 192,603**

**\$291,000**  
average household  
income

**80%**  
senior-level management

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

**84%**  
college graduates

**64%**  
spend 30 minutes or  
more reading each issue

**78%**  
younger than 59 years  
of age

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

### 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.



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