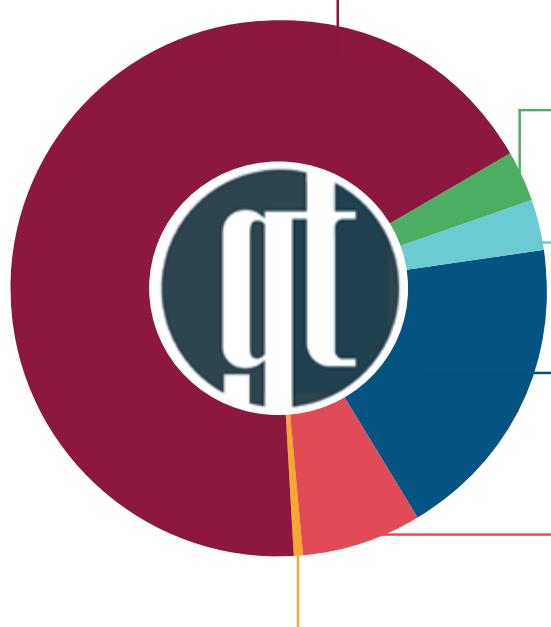


# AUDIENCE

## By the Numbers



**283,353**  
TOTAL AUDIENCE

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

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

**192,603\***

total magazine readership

**7,500**

digital subscribers

**9,650**

daily newsletter subscribers

**52,500**

georgiatrend.com monthly impressions

**20,400**

social media followers

**700**

event attendees

**\$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

### 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