

# Top 5 reasons to advertise with **GeorgiaTrend**

**MORE READERS:** Print 192,000+; Digital impressions 97,000+

**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\*

**MORE VALUE FOR YOUR INVESTMENT:**

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



## INTEGRATED MEDIA

We offer marketing options on various platforms that provide an Integrated Media approach for your campaign:

- Print
- Digital
  - GeorgiaTrend.com
  - DigiMag
  - Georgia Trend Daily
  - GeorgiaTrendBlog.com
  - Social Media
- Events
- Custom Publishing



\* MPA 2017 Research