



Travel Association

**Power of Partnerships  
Build Your Product or Brand  
\$95,000+ Multi-Media Campaign - \$5,500 Investment**

# Print Packages & Bundles

**Full page-4 Color**  
Atlanta Magazine  
Georgia Design/Home Magazine  
Mountain Tourister  
Southbound  
**2/3 Page-4-C 1/3 Editorial**  
Food Network  
Better Homes & Gardens  
Pioneer Woman

Come for the Mountains...  
Stay for the Stars



**ALPINE HELEN**  
White County CVB  
Alpine Helen, GA • 800-858-8027  
\*HelenGa.org



**BABYLAND GENERAL® HOSPITAL**  
Cleveland, Georgia  
706-865-2171 Ext. 0  
CabbagePatchKids.com



**BRASSTOWN VALLEY RESORT**  
Young Harris, Georgia  
706-379-9900  
BrasstownValley.com



**CRAWFORD LONG MUSEUM**  
Jefferson, Georgia  
706-896-5307  
CrawfordLong.org



**PICK ELLIJAY**  
Ellijay, Georgia  
706-635-7400  
PickEllijay.com



**73rd GEORGIA MOUNTAIN FAIR**  
Hiawassee, Georgia  
August 16-24, 2024  
GeorgiaMountainFairgrounds.com



**VISIT HABERSHAM**  
Habersham County, Georgia  
706-778-4654  
VisitHabersham.com



**DISCOVER LAKE LANIER**  
Flowery Branch, Georgia  
770-519-1904  
DiscoverLakeLanier.com



**CAMP MARGARITAVILLE RV RESORT**  
Buford, Georgia  
470-323-3440  
Fins Up Water Park with 4 new slides in 2024!



**PARADISE HILLS**  
Winery, Resort & Spa  
Blairsville, GA 877-745-7483  
ParadiseHillsGA.com



**HIDDEN GEM OF THE SOUTH**  
Toccoa, Georgia  
706-886-2132  
VisitToccoa.com



**WINE, WATERFALLS & OUTDOOR ADVENTURE**  
Cleveland Helen Sautee Hicoochee, GA  
706-865-5356  
WhiteCountyGA.org

Locate **Adventure**  
Art & Soul

**GeorgiaMountains.org**

**NE GEORGIA MOUNTAINS**



# Print Packages & Bundles



## WE REACH THE MOST AFFLUENT ZIP CODES

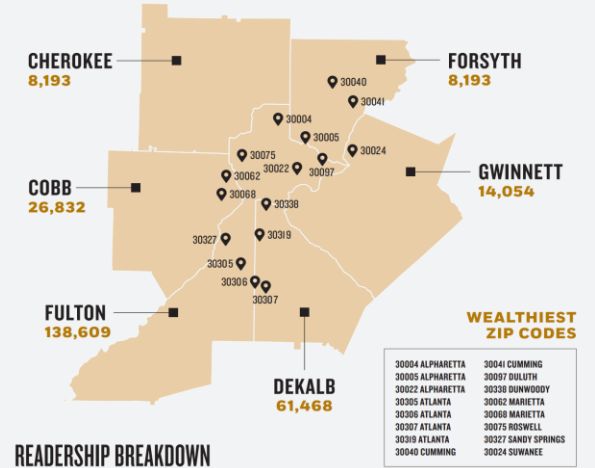
Atlanta magazine reaches **140,562 READERS** within the top 20 wealthiest zipcodes

**TOTAL READERSHIP**  
**279,830**

**MONTHLY AUDITED CIRCULATION**  
**62,000**

**COUNTIES**  
**FULTON** 138,609  
**DEKALB** 61,468  
**COBB** 26,832  
**CHEROKEE, FORSYTH** 8,193  
**GWINNETT** 14,054

**TOWNS/CITIES**  
**ALPHARETTA, MILTON, ROSWELL** 24,873  
**SANDY SPRINGS, DUNWOODY** 22,363  
**DULUTH, SUWANEE, CUMMING** 12,503  
**MARIETTA** 9,316



### Atlanta HOME REACH & READERS

TOTAL CIRCULATION OF  
**36,000**

**24,000**  
copies sold digitally to Atlanta magazine paid subscribers in the most affluent zip codes

**4,000**  
copies sold on newsstands throughout the metro area and in home specialty retail stores

**3,000**  
to-the-trade copies direct-mailed to interior designers, architects, remodelers, home builders, and kitchen & bath designers

**3,000**  
copies distributed at home and design events, home retail stores, and showrooms

**2,000**  
copies mailed directly to new residents of primary homes in Atlanta

Our readers build their nests to reflect their lives—with perfection and pride. Atlanta Magazine's HOME serves as the trusted source for home inspiration through engaging storytelling, stunning photography, and award-winning art direction. Our audience turns to us to match them with the most intriguing home design worthy of a place in their homes.

AVERAGE NETWORTH  
**\$2.16M**

AVERAGE HOUSEHOLD INCOME  
**\$300.4K**

AVERAGE MARKET VALUE OF PRIMARY HOME  
**\$819K**

FEMALE / MALE SUBSCRIBERS  
**58% | 42%**

### READER PURCHASING POWER

**4x**  
MORE LIKELY TO BUY A SECOND HOME

**24x**  
MORE LIKELY TO USE AN INTERIOR DESIGNER

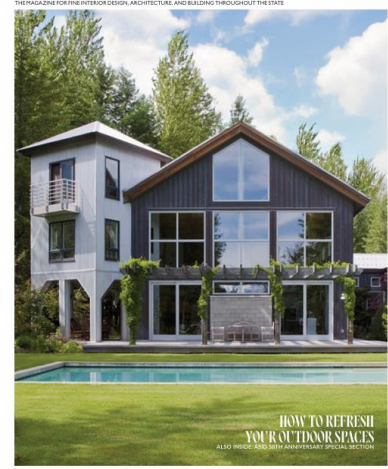
**57%**  
PLAN TO PURCHASE FURNITURE WITHIN 12 MONTHS

**54%**  
PLAN TO LANDSCAPE THEIR YARD WITHIN 12 MONTHS

**42%**  
USED A REMODELER/CONTRACTOR IN THE PAST 12 MONTHS

**39%**  
PLAN TO REDECORATE WITHIN 12 MONTHS

## GEORGIA DESIGN



## Atlanta Magazine

Set 1: Summer Travel May 2024

Set 2: July 2024: Top Doctors

Set 3: Summer Travel May 2025

## Georgia Design

Formerly Atlanta Home

Set 1: June 2024

Set 2: Aug 2024

Set 3 Spring 2025

## Southbound

Set 1 & 2: Winter

Set 3: Spring



## Print Packages & Bundles

# THE MOUNTAIN TOURISTER

PUBLISHED 12 TIMES A YEAR

**Set 1: June & Nov 2024 Set 2: July & October 2024 Set 3: Feb & Oct 2025**

**10,000 Printed**

**6,000 Inserted into the Wall Street Journal**

**In following counties: Cherokee, Clayton, Fulton, Dekalb, Cobb, Hall and Rockdale.**

**THE WALL STREET JOURNAL.**

# Print Packages & Bundles

## Set 1



**ISSUE: AUGUST/SEPTEMBER**

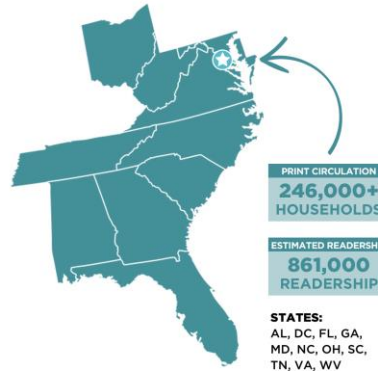
**FOOD NETWORK MAGAZINE**

\$78,048 MEDIAN HHR  
46.2 MEDIAN AGE  
50% AGE 25-54  
42% KIDS IN THE HOME

**ISSUE: SEPTEMBER**

**BETTER HOMES & GARDENS MAGAZINE**

\$70,454 MEDIAN HHR  
55 MEDIAN AGE  
79% FEMALE  
35% ANY CHILDREN UNDER 18



**Set 1: 246, 000 C 861,000 Readership**  
**\$73,000 PLUS**

AL, DC, FL, GA, MD, NC, OH, PA, TN, VA, WVA SC, TN, VA, WV -- Plus Leads

**OPTION 2 | YouTube**  
**YOUTUBE VIDEO AD CAMPAIGN**

- Custom geo-targeting by state per advertiser
- Viewing interests and habits
- Targeting search affinities (i.e. family vacations and travel)

**Set 2: 250, 000 Circulation**  
**730,000 Readership**  
**\$60,000 PLUS**

DC, FL, GA, MD, NC, OH, PA, SC, VA, WVA --  
+200,000 Targeted Eblasts

Compass Media's Integrated Culinary Travel Program — Print + Digital + Email  
Print inserts are placed in magazines in your key target markets.

**Issue:** November  
**In-Home:** 10/01/24



**FOOD NETWORK MAGAZINE**

\$75,100 MEDIAN HHR  
44.4 MEDIAN AGE  
50% AGE 25-54  
40% HAVE CHILDREN

**Issue:** Holiday  
**In-Home:** 10/29/24



**THE PIONEER WOMAN MAGAZINE**

\$61,700 MEDIAN HHR  
49.7 MEDIAN AGE  
78% FEMALE

**PRINT CIRCULATION**  
250,000+ HOUSEHOLDS

**200,000 TARGETED EMAILS**



**District/States:**  
DC, FL, GA, MD, NC, OH, PA, SC, VA, WV

Compass: Set 1:  
Food Network (Median age 46.2)  
B H & G (Median Age 55) 20,000 YouTube

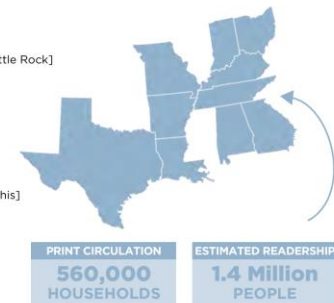
Set 2: Culinary Insert  
Food Network  
Pioneer Woman  
Set 3: Culinary Insert  
Southbound

**Set 3: 560, 000 Circulation**  
**1.4 MILLION Readership**  
**\$70,000 PLUS**

AL, GA, KY,, MO, OH, AK, IIN, LA, TN,TEXAS -- Plus Leads

Compass Media's Spring Travel Planner Digital + Print Media Program  
inserts in metropolitan newspapers in your key target markets.

- |   |  |
|---|--|
| <b>ALABAMA</b><br>280 Living [Birmingham]<br>Homewood Star<br>Vestavia Voice<br>Village Living [Mountain Brook] | <b>ARKANSAS</b><br>Arkansas Democrat Gazette [Little Rock]   |
| <b>GEORGIA</b><br>Gwinnett Daily Post   | <b>INDIANA</b><br>Indianapolis Star  |
| <b>KENTUCKY</b><br>Louisville Courier Journal   | <b>LOUISIANA</b><br>The Advocate [Baton Rouge]   |
| <b>MISSOURI</b><br>St. Louis Post-Dispatch  | <b>TENNESSEE</b><br>The Commercial Appeal [Memphis]<br>Knoxville News Sentinel<br>The Tennessean [Nashville] |
| <b>OHIO</b><br>Columbus Dispatch  | <b>TEXAS</b><br>Dallas Morning News<br>Houston Chronicle   |



Advertising in newspapers is an effective way to reach your target audience. 70% of households with income above \$100K are newspaper readers. Nine out of 10 newspaper readers (91%) report that they take action after reading or looking at inserts.



# Social, Digital & Direct Mail Marketing

## DIGITAL EXPOSURE

GUARANTEED WEBSITE TRAFFIC | CUSTOMIZED DIGITAL CAMPAIGN

Social media advertising is one of the most cost-effective and successful marketing strategies available today. It's measurable, flexible and can be crafted for any goal. Zoom in closer on your target audience with our **Facebook Link Ad Campaign**.

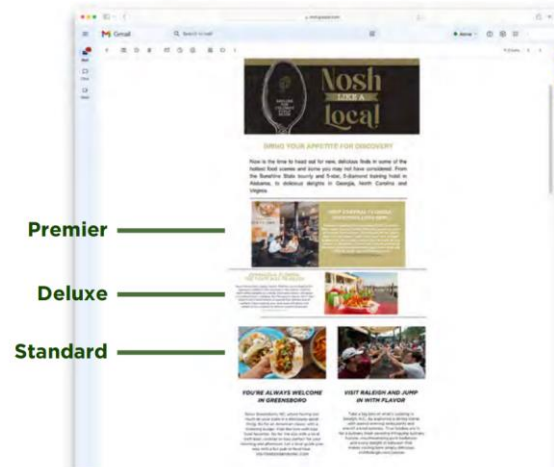
- Custom campaign targeting available for your individual goals
- Custom geotargeting by state, per advertiser, as desired
- Targeting travelers ages 35-64 interested in various foods, beverages, events and tastings
- Household income \$75,000+
- We conduct ongoing campaign optimization to ensure your ad is performing well.
- We ensure your ads are delivered to audience through precise targeting & viewers to your website—guarantee



## EMAIL EXPOSURE

REACH THE INBOXES OF 200,000 100% OPT-IN FOODIES

Atlanta Magazine – Eblast – late August  
 Compass – Leads for Direct Mail –  
 1,000 – Feb 12, 2025  
 Compass Youtube  
 GPB Digital Newsletter – 244,000  
 w/44% Open rate  
 Sending to travel association website  
 with partner links



Sample Email Showing Tiers

- We will provide the perfect email audience for your culinary marketing. Our email will geotarget affluent (\$150,000+) households within the same markets as the printed insert. It will pinpoint these interest groups: travel, food enthusiasts & foodies, theatre & performing arts, wine dinners and fine dining.
- Our database is the most comprehensive in the marketplace today.
- 100% CAN-SPAM and DMA compliant to ensure delivery to high-quality recipients
- The tiered email presentation will deliver your dedicated message, crafted by our editorial team, to complement the advertorial you provided for print.

# Northeast Georgia Mountains Travel Association Brochure



**75,000 Brochures Printed**

**Distributed**

**\* 9 Georgia Visitor Centers throughout the State of Georgia**

**Annual Visitation Ranges from Tier one centers - 1.4 million annual to Tier 3 at 350,000**

**\*Georgia Mountain Brochure Service 100 locations throughout Georgia and Upstate South Carolina**

- **Mailed with Compass Direct Mail leads**

**\*Downloaded as a pdf from NE Georgia Mountains Travel Association Website**

**[GeorgiaMountains.org](http://GeorgiaMountains.org)**

# Northeast Georgia Mountains Travel Association Eblasts & Digital Newsletters

*Come for the Mountains...  
Stay for the Stars*

## 2024 EVENTS

- APRIL-OCT: LAVONIA DEPOT  
Farmers Market
- MAY-SEPT: MARGARITAVILLE AT LANIER ISLAND  
Fins Up Water Park & Lake Cruises
- MAY-OCT: DISCOVER LAKE LANIER  
Farmers market, live music & festivals
- MAY-NOV: CLEVELAND, BABYLAND GENERAL HOSPITAL  
Cabbage Patch Kids & Seasonal gardens
  - SEPT 5-OCT 27: HELEN  
Oktoberfest | Helen Festhalle
  - SEPT 5-OCT 3: HIWASSEE  
The Park After Dark (Thursdays)
  - SEPT 21: CORNELIA  
Big Apple Festival
  - SEPT 29: YOUNG HARRIS  
Porchfest – Art, Music, Food Trucks Downtown
  - OCT 12-13, 19-20: BLAIRSVILLE  
Sorghum Festival
  - NOV 23-DEC 23: HIWASSEE  
Mountain Country Christmas In Lights
    - NOV 29: HELEN  
Lighting of the Village
    - DEC 7: CLEVELAND  
White County Lighted Parade
    - DEC 7: TRENTON  
Dade Expo Jolly Holiday Market

 [georgiamountains.org](http://georgiamountains.org)



**Atlanta Magazine Eblast  
34,000 With Each  
Insertion**

**244,000 GPB Newsletter  
with 40% Open Rate**

*Come for the Mountains...  
Stay for the Stars*

- Alpine Helen White County • BabyLand General Hospital
- Brasstown Valley Resort • Camp Margaritaville • Crawford Long Museum
- Habersham Chamber of Commerce • Discover Lake Lanier • Paradise Hills  
Winery Resort & Spa • Pick Ellijay • 73rd Georgia Mountain Fair • Toccoa  
Chamber of Commerce • White County Chamber of Commerce

[georgiamountains.org/partners](http://georgiamountains.org/partners)



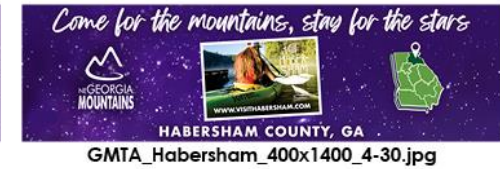


# Clear Channel Outdoor – Set 1 & 2 Atlanta Market Set 3 Atlanta & Orlando

Partners Rotate Their Billboard  
10 Locations High Traffic areas –  
3 Flights

I-85, I-75, 400 and other major  
Highways

Set 3: Added Orlando Market  
Two Atlanta Flights  
Not scheduled yet  
Impressions ranged from  
1,614,000 to 2,047,804



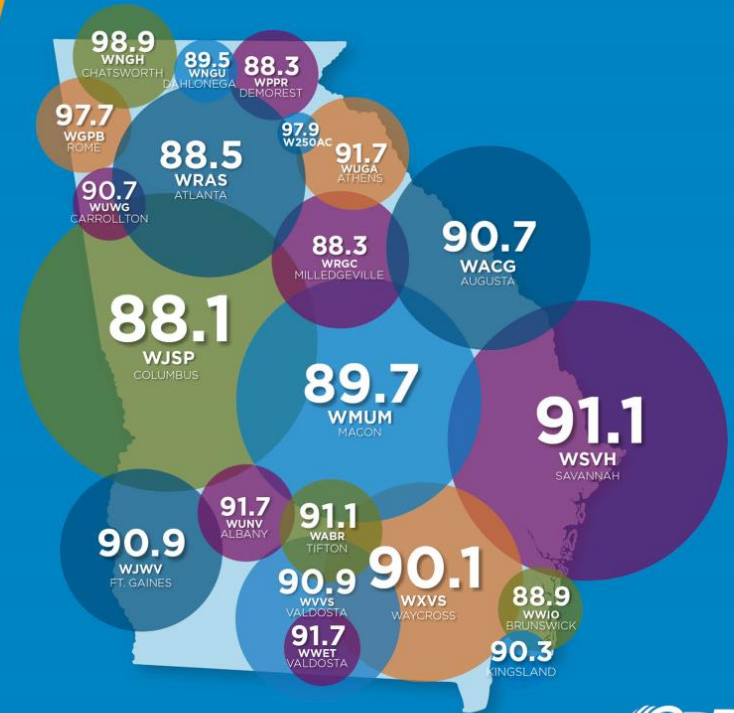
# GPB Radio

Pick your day and what you want to promote on all radio stations on the GPB 20 Station network

Radio production – approved copy read by talent

## TOTAL RADIO COVERAGE 20 Station Network

**Albany / Pelham** 91.7 FM, WUNV  
**Athens** 91.7 FM & 97.9 FM, WUGA  
**Atlanta** 88.5 FM, WRAS  
**Augusta** 90.7 FM, WACG  
**Brunswick / St. Marys** 88.9 FM, WWIO  
**Carrollton** 90.7 FM, WUWG  
**Chatsworth / Dalton** 98.9 FM, WNGH  
**Columbus / Warm Springs** 88.1 FM, WJSP  
**Dahlonega** 89.5 FM, WNGU  
**Demorest / Hartwell** 88.3 FM, WPPR  
**Folkston** 91.3 FM, WATY  
**Ft. Gaines / Bainbridge** 90.9 FM, WJWV  
**Kingsland** 90.3 FM, WPBQ  
**Macon** 89.7 FM, WMUM  
**Milledgeville** 88.3 FM, WRGC  
**Rome** 97.7 FM, WGPB  
**Savannah** 91.1 FM, WSVH  
**Tifton** 91.1 FM, WABR  
**Valdosta** 90.9 FM, WVVS; 91.7 FM, WWET  
**Waycross** 90.1 FM, WXVS



# GPB Television

## TOTAL TV COVERAGE 9 Station Network

**Atlanta / Athens** WGTV  
**Augusta** WCES  
**Chatsworth** WNGH  
**Columbus** WACS  
**Macon** WMUM  
**Pelham** WABW  
**Savannah** WVAN  
**Warm Springs** WJSP  
**Waycross** WXGA



### Each Set - Three Flights\*

ROS – Dayparts

Shows include Nova, Masterpiece Theatre,  
Cooking, News and more...

\*Schedules based on availability.

You Tube Spot 1 – 2025 Spring

<https://youtu.be/fa1HEG-l03Y>

You Tube Spot 2 – 2025 Spring

<https://youtu.be/-72rDeFuiL8>

You Tube Spot 3 – 2025 Spring

[https://youtu.be/G6er0PNfj\\_I](https://youtu.be/G6er0PNfj_I)

Television production is included for television using Partner  
footage/photos, text, logos, Nothing broadcasts until approved.



12 Partners



## Individual Partner Highlighted In

- Outdoor
  - Print\*
  - Radio
- Social/Digital
- Television
- Many of our Media Partners have matched, bonused or given special rates plus editorial space
- Campaign for Set 1 – 12 Partners Filled
- Campaign Set 2 – 12 Partners Filled
- Campaign Set 3 – 12 Partners Filled
- \*1000 Direct Mail From Magazine Leads— Travel Association Brochure

12 Partners



**Receive Value of \$95,000.00**  
**Multi-Media Campaign With Primary Focus on Partners**

- Outdoor
- Direct Mail
  - Print
  - Radio
- Social/Digital – YouTube, Eblasts, Streaming
  - Television
- PR – Includes - Editorial

**Your Cost**

\$5,500.00

**Materials Needed 300 dpi 8 x 10”**

1 Photo – Landscape, High Res, Evergreen

1 Photo – Landscape, High Res, Holiday

Company Logo – png file

Note: Subject to date changes based on availability

Set 1  
12 Partners-  
Filled



**Travel Association**

**For \$5,500.00 Commitment**

**Receive Value of \$95,000.00**

**Multi-Media Campaign With Primary Focus on Partners**

**Set 1 2024 Campaign Started in April**

- Alpine Helen
  - BabyLand General Hospital
- Lake Chatuge Chamber of Commerce
  - Crawford Long Museum
  - Georgia Mountain Fairgrounds
- Gilmer Chamber of Commerce (Ellijay)
- Habersham Chamber of Commerce
- Lake Lanier CVB (Camp Margaritaville)
  - Lake Lanier CVB (Lake Lanier)
- Paradise Hills Winery Resort & Spa
  - Toccoa Chamber of Commerce
- White County Chamber of Commerce



Set 2-  
12 Partners-  
Filled



**Travel Association**

**Set 2 2024**

- Alpine Helen CVB Partnership 1
- Alpine Helen CVB Partnership 2
  - Alliance for Dade County
  - BabyLand General Hospital
- Blairsville Union County Chamber of Commerce
  - Franklin Chamber of Commerce
  - Georgia Mountain Fairgrounds
- Habersham Chamber of Commerce
  - Lake Lanier CVB Partnership 1
  - Lake Lanier CVB Partnership 2
    - Towns County CVB
- White County Chamber of Commerce

# Set 3 12 Partners- Filled



**Travel Association**

## **Set 3 2024 -2025**

- Alpine Helen CVB Partnership 1
- Alliance for Dade County - Trenton
  - BabyLand General Hospital
- Brasstown Valley Resort & Spa/Lake Chatuge Chamber
  - Georgia Mountain Rentals
  - Georgia Mountain Fairgrounds
- Habersham Chamber of Commerce
  - Hart County Chamber
- Helendorf River Inn Suites & Conference Center
  - Paradise Hills Winery, Resort & Spa
  - Toccoa Chamber of Commerce

2025  
Set A  
5 Contact List  
When Starting  
New Co-op



**Travel Association**

## **Reserve Your Space Today!**

**For More Details**

**Contact Margaret Hata McLean**

[Margaret.McLean@CabbagePatchKids.com](mailto:Margaret.McLean@CabbagePatchKids.com)

Phone: 706-865-2171, Ext. 241

Cell: 770-540-0974

### **Set A**

- Alpine Helen CVB Partnership
  - BabyLand General Hospital
- Blairsville Union County Chamber of Commerce
- Franklin Chamber of Commerce
- Georgia Mountain Fairgrounds
  - Ellijay Chamber CVB
  - Lake Lanier CVB
  - Towns County CVB
  - Tellus Museum