

# 2009 DISTRIBUTION

AH&L targets consumers who have the means and power to buy what you are selling. We believe that ONE qualified reader is better than TEN who do not fit your customer profile. Therefore, our approach to distribution is to strategically target highly educated, high-income prospects for your business. Even controlled copies are delivered to influential professionals in the design industry.



OUR READERS HAVE THE HIGHEST HOUSEHOLD INCOME  
OF ANY MAGAZINE SERVING THE ATLANTA MARKET

## TOTAL DISTRIBUTION 32,000

**18,000 COPIES ARE MAILED TO SUBSCRIBERS AND BY DIRECT-REQUEST** to home design professionals: builders, contractors, architects, interior designers and select Realtors. Our unique approach to distribution is to “hand pick” high-income buyers, targeting virtually every \$1 million+ household in the Metropolitan area—neighborhood by neighborhood, street by street, house by house.

**9,800 COPIES ARE ALLOCATED TO 1,600+ NEWSSTAND LOCATIONS.** For maximum efficiency, we carefully target retail outlets and continuously monitor the placement and sale of each and every copy. You will see AH&L prominently placed on every newsstand in areas that serve Atlanta’s vital, affluent homeowners.

**3,200 COPIES ARE PLACED IN LUXURY, HIGH-PROFILE HOTEL GUESTROOMS,** with concentration in Atlanta’s affluent Midtown and Buckhead areas.

- FOUR SEASONS HOTEL ATLANTA, MIDTOWN
- GRAND HYATT ATLANTA, BUCKHEAD
- HOTEL TWELVE, ATLANTIC STATION
- THE RITZ-CARLTON LODGE AT REYNOLDS PLANTATION

## 400 COPIES ARE DELIVERED TO NEW HOMEOWNERS EVERY MONTH

AH&L reaches affluent area newcomers through New Beginnings Welcome Service, which meets and greets over 400 new homeowners every month in the GA 400 North Corridor, including Roswell, Alpharetta, Duluth, Norcross, East Cobb and West Cobb.

Promotional copies are distributed at all AH&L-sponsored community events, Showhouses, client events and seminars. Promotional copies are also mailed for advertiser and targeted, new subscriber acquisition