

2009 MARKET POSITION

AH&L IS THE MARKET LEADER

For more than 25 years, *AH&L* has been the most highly-respected publication in Atlanta. That is the reason *AH&L* is the chosen partner for virtually all of the city's prestigious events and organizations, including The Atlanta Symphony Decorators' Show House & Gardens, The High Museum of Art Wine Auction, The Atlanta Steeplechase and The Junior League Tour of Kitchens. *AH&L* is also the host of the annual Christmas House to benefit the Alliance Children's Theatre



ATLANTA HOMES & LIFESTYLES IS THE ONLY MAGAZINE IN THE SOUTHEAST OFFERING A POWERHOUSE OF INTEGRATED PRODUCTS TO ENSURE THE MAXIMUM RETURN ON INVESTMENT FOR ITS ADVERTISERS.

THE VALUE AND EFFICIENCY OF OUR PACKAGES ARE UNPARALLELED:

Atlanta Homes & Lifestyles Magazine

atlantahomesmag.com

AH&L e-newsletters (weekly and monthly)

AH&L Gold Guide

AH&L Events

AH&L HAS A SOLID FOUNDATION

- *AH&L* has been published for 26+ years
- Publisher and associate publisher each have 26+ years tenure with *AH&L*. Sales team has combined tenure of 94+ years.
- Owned by Network Communications Inc., the nation's largest publisher of upscale home and design magazines

AH&L EDITORIAL INTEGRITY IS VALUED

- Our editorial team and writers, all experts in their fields, are plugged in to trends and happenings in the community.
- Our editorial team follows strict guidelines set by the American Society of Magazine Editors
- Because of our up-to-the minute coverage, *AH&L* is the most trusted media source for information pertaining to the home, as well as the local favorite of the city's design trade.
- *AH&L* is the first magazine in the market to establish a daily blog on our Web site, allowing a constant dialog with our readers and advertisers.

AH&L TOUCHES ULTRA AFFLUENT READERS

- Reaches both high-income consumers as well as top professionals
- Median household income is \$306,000
- \$1.6 million average net worth
- 98% own primary residence; 33% own second homes
- 89% have taken some sort of action as a result of reading *AH&L*

AH&L DELIVERS A SELECTIVE AUDIENCE

We believe that one qualified reader is better than ten who don't fit your customer profile. Our approach to distribution is to "hand pick" highly educated, high-income consumers to receive *AH&L* every month. This efficient combination represents the most powerful purchasing power in the region:

- *AH&L* targets virtually every \$1 million+ household in the Atlanta area—neighborhood by neighborhood, house by house.
- Copies are delivered to more than 4,000 of the most influential professionals in the design, architecture and building industries.
- *AH&L* is prominently placed on newsstands in areas that serve Atlanta's vital, affluent homeowners.