



## 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 Alliance Children's Theater Christmas House, The High Museum of Art Wine Auction, the Junior League Tour of Kitchens and The Atlanta Steeplechase.

Atlanta Homes & Lifestyles is the only magazine in the Southeast offering a powerhouse of integrated products to ensure a strong ROI for its advertisers. The value and efficiency of our packages are unparalleled:

**AH&L Magazine, atlantahomesmag.com, AH&L e-newsletter, Gold Guide, AH&L Events**

### A SOLID FOUNDATION

- ◆ Published for 25+ years
- ◆ Publisher and associate publisher each have 24 years tenure with *AH&L*. Sales team has combined tenure of 82+ years.
- ◆ Owned by Network Communications Inc., the nation's largest publisher of home and design magazines

### EDITORIAL INTEGRITY

- ◆ 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.

### ULTRA AFFLUENT READERS

- ◆ Reaching both high-income consumers as well as top professionals
- ◆ Median household income is \$306
- ◆ \$1.6 million average net worth
- ◆ 98% own primary residence; 42% own second homes
- ◆ 89% have taken some sort of action as a result of reading *AH&L*

### SELECTIVE DISTRIBUTION

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 entire region:

- ◆ *AH&L* targets virtually every \$800,000+ 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 every newsstand in areas that serve Atlanta's vital, affluent homeowners.