

2010 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.

EFFICIENCY IS KEY

Total Distribution: 30,000

21,500 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.

6,100 copies are allocated to 1,600+ newsstand locations. For maximum efficiency, we carefully tar-

get 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.

1,800 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 (Midtown)

The Ritz-Carlton Lodge at Reynolds Plantation (Lake Oconee)

600 COPIES are distributed at all AH&L-sponsored community events, Showhouses, client events and semi-

nars. Promotional copies are also mailed for advertiser and targeted, new subscriber acquisition.