

# 2010 MARKET POSITION



## EDITORIAL MISSION

Atlanta Homes & Lifestyles is high-end residential design and architecture magazine built around the philosophy that Atlanta has its own unique design style and culture. Our editorial content and industry partnerships have built a powerful resource for the design trade as well as affluent homeowners. Our warm editorial voice and artful representation of interiors and gardens help readers achieve the highest standard of a personal sense of place.

## THE MARKET LEADER

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### AH&L HAS A SOLID FOUNDATION

Atlanta's most respected and influential magazine for more than 27 years

### AH&L REACHES ULTRA AFFLUENT READERS

Median household income is \$306,000; \$1.6 million average net worth

### AH&L READERS ARE ACTIVE

89% have taken some sort of action as a result of reading *AH&L*

### AH&L'S EDITORIAL INTEGRITY IS VALUED

Our editors and contributors are plugged into trends and happenings—in our community and around the world

### AH&L IS THE PREFERRED PARTNER FOR CHARITY EVENTS

AH&L is the chosen partner for virtually all of the city's prestigious events and organizations

### AH&L OFFERS INNOVATIVE INTEGRATED MEDIA PRODUCTS

Combinations of print, digital print, online, e-news, videos, custom publishing, social media and events

### ABOUT US

*Atlanta Homes & Lifestyles, published since 1983, is owned by Network Communications, Inc., the nation's largest publisher of upscale home and design magazines, including New England Home, Colorado Homes & Lifestyles, Seattle Homes & Lifestyles, St. Louis Homes & Lifestyles, At Home in Arkansas, Kansas City Homes & Gardens, Mountain Living, and Unique Homes along with The Real Estate Book, Living Choices, The Apartment Finder/Blue Book, New Home Finder and Black's Guide.*



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