

*Southwest Georgia*  
**Living**  
true southern lifestyle

**MEDIA KIT**

# Southwest Georgia Living

true southern lifestyle

September October 2022

# 20 YEARS

THE PEOPLE, PLACES & FOOD THAT  
INFLUENCE OUR REGION

THE AUBURN  
*Culinary*  
CENTER

creates an  
immersive learning  
experience for  
students pursuing  
careers in  
hospitality

SPECIAL  
*Food & Drink*  
FROM GEORGIA'S HARD CIDERS  
TO CHERYL DAY'S BAKING,  
WE PRESENT THE FARE  
YOU CAN'T MISS



Since 2002, Southwest Georgia Living magazine has enjoyed an outstanding reputation for quality among thousands of advertisers, paid subscribers and dedicated readers.

Published every other month, our award-winning design, provocative editorial and high-quality photography combine to engage affluent and educated readers in Southwest Georgia and beyond.

# Southwest Georgia Living

true southern lifestyle

SEPTEMBER OCTOBER  
2020

## A Tale of Two Homes

Warmth, beauty and  
good memories fill  
the homes of  
Faye Carden  
and David  
Simmons

p.14

Plan Your Getaway to  
*Daufuskie Island*  
Explore an untouched landscape  
from horseback or golf cart  
p.70

## Mistamina

At home and Afield with  
LADY MELISSA PERCY

# Circulation & Readership

We reach thousands of paid subscribers with each print issue while countless others enjoy the convenience of reading the magazine online at no charge. Past issues remain accessible on our website indefinitely.

Our magazine is invited into homes by an audience willing to pay for our product—and yours!

Ads in Southwest Georgia Living stay in circulation and in front of readers for months—even years! Tens of thousands of complimentary issues are mailed to doctors' offices, hair salons, day spas, and other businesses, where they are kept on display and read over and over. In addition to locally-owned retail outlets, Southwest Georgia Living is also available for sale at select locations of Target, Publix, Wal-Mart, Walgreens, Winn Dixie, Harvey's, Books-A-Million and other outlets across Georgia, Florida and Alabama.

Circulation: 11,000 per issue, six times per year  
Readership: 38,500 (3.5 readers per issue)

Subscriptions are also offered through the fundraising efforts of more than 100 groups in this area, including schools, sports teams and Girl Scouts, allowing us to contribute to a number of worthy causes in our communities.

*64% of readers are inspired to take action after seeing a print magazine ad. (Source: MRI, Spring 2016)*

# Southwest Georgia Living

true southern lifestyle

May June 2021

## GEORGIA GROWN *Trail*

EXPLORE THE  
GEORGIA GROWN  
TRAIL WITH  
SOUTHWEST  
GEORGIA'S BEST  
STOPS

Artist  
Butch Anthony  
at the AMA

3

SALADS  
*you must make from*  
PICKS ALONG THE  
GEORGIA GROWN  
TRAIL

# Digital Presence

Reading on our phones and tablets has become the norm for so many. While we will always publish a print version, our digital editions provide added value for your advertising dollar and added exposure for your business. One click on your ad will take readers to your company's website and/or social media accounts.

Southwest Georgia Living's online magazine provides readers with a fully-integrated design perfect for viewing on phones, tablets and laptops.

The magazine is published six times a year in both print and digital formats.

The digital version is easily accessed on our website, and access is always complimentary. Subscribers and readers receive a New Issue Alert via email, with a link to the online magazine, when new issues are released.

# We're Social!

Our active presence on social media allows us to interact with readers, strengthening our brand on many levels.

*91% of U.S. adults read magazine media.  
(Source: Association of Magazine Media)*



# Target Audience

Our magazine targets readers ages 25 and up, with an annual average income of \$75,000 or more. We guarantee readership and distribution to the households that are your primary target market... and we deliver results!

"Every time I receive a copy of my Southwest Georgia Living, it brings our region home with what's happening now. I get excited and think of all the possibilities of things to do and creative people to see. Southwest Georgia Living always promotes our region in a positive way. It crosses all boundaries to bring us together."

MARY DIANNE OWENS — LONG-TIME SUBSCRIBER

## COVERING THE SOUTHWEST GEORGIA REGION

ADEL, ALBANY, AMERICUS, ASHBURN, BAINBRIDGE, BLAKELY,  
CAIRO, CAMILLA, COLQUITT, COLUMBUS, CORDELE, DAWSON, DOUGLAS,  
FITZGERALD, LAGRANGE, LEESBURG, MACON, MOULTRIE, PARROTT, PERRY,  
QUITMAN, SYLVESTER, THOMASVILLE, TIFTON, WARNER ROBINS,  
VALDOSTA, VIENNA AND MORE

Magazines show the highest return on advertising spend—the ultimate key performance indicator. (Source: Nielsen Catalina Solutions)

# Southwest Georgia Living

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May June 2022

## At Home

A stunning home  
in Valdosta is the  
result of an  
Albany designer's  
keen eye for  
interiors

## at The Easel

Nashville,  
Georgia  
Artist Mary  
VanLandingham  
Shares What  
Inspires Her  
Work

# Editorial Content

Every issue includes articles that focus on fine homes, regional artists, culinary trends, travel, local personalities & more! In addition, Southwest Georgia Living offers targeted advertising opportunities in annual special sections of the magazine. Popularity of these special sections continues to grow, making the limited space especially valuable for area businesses.

## LIVING WEDDINGS - JANUARY/FEBRUARY

This special section is highlighted by articles on a variety of wedding trends and traditions, and features wedding and reception photos of newlywed couples from across the region. Page after page of beautiful photos provide great inspiration for planning the big day!

## LIVING MEDICINE - JULY/AUGUST

We interview medical professionals on topics ranging from women's health and trends in healthy eating to protecting your vision and keeping kids healthy during flu season. In addition, we've profiled providers such as multi-generation medical families and a cancer physician who served his community for more than half a century.

## HOLIDAY ISSUE - NOVEMBER/DECEMBER

Our largest and most popular issue every year is chock-full of holiday-related articles such as a beautiful homes decorated for the season, tips on entertaining during the holidays, gift-giving ideas, and recipes for holiday meals and treats. Readers and advertisers alike look forward to this expansive issue every year!

**GARDENING & OUTDOOR LIVING MARCH/APRIL**

**SUMMER FUN & TRAVEL MAY/JUNE**

**FOOD + DRINK ISSUE SEPT/OCT**

*Print magazines are no. 1 in reaching affluent influential consumers in more categories than all other media combined. (Source: GfK MRI, Spring 2016)*

# Advertising Sales Team

## ROBIN STRICKLAND

Director of Sales  
229-395-4460  
robineswgaliving.com

## WENDY MONTGOMERY

Account Executive  
229-669-6828  
wendy@swgaliving.com

Our experienced sales team will guide you through development of an ad that best represents your business. We can schedule our photographer to visit you, use high quality photos you provide, or select the perfect photo from a limitless supply of stock photography. Photography and design included in the cost (limits apply). Print ready ads are also accepted. We are a hands-on team and will help make this a great advertising experience for you!

"My most recent cover model patient discovered me through Southwest Georgia Living magazine..."

THOMAS E. OPPENHEIM, DMD, FAACD  
THOMASVILLE OPPENHEIM SIGNATURE SMILES  
LOYAL ADVERTISER SINCE 2003

"Southwest Georgia Living's combination of content and coverage area are the perfect match for Turner's. With every issue, we are able to showcase our furniture to target audiences in each market we serve."

AUSTIN TURNER, TURNER'S FURNITURE  
ALBANY, VALDOSTA, TIFTON, THOMASVILLE, TALLAHASSEE  
LOYAL ADVERTISER SINCE 2002

"We get great results from advertising in Southwest Georgia Living magazine. I know for a fact that our ad got us a job out of Moultrie that paid for our entire year of advertising in the magazine."

JUD SAVELLE, OWNER BISHOP CLEAN CARE, ALBANY  
LOYAL ADVERTISER SINCE 2009

*Audience for print and digital magazines increased by 5.4 million adults 18+ from 2015-2016 (Source: GfK MRI, Fall 2012-2016)*

# Reasons to Advertise with Us

Print media is alive and well, and Southwest Georgia Living consistently provides readers with content and advertising they can relate to in this region and beyond.

1

## TARGETED MARKET

We serve a specific geographic area and have a readership that pays for subscriptions and single copies. We cater to readers across the region in proximity to your business. These are customers that already spend money on products and services such as those found in our magazines and will almost certainly buy related products and services in the future.

2

## READER FOCUS

We are a population of multitaskers and often divide our attention when watching television or listening to the radio. Readers who purchase magazines actively and intentionally engage with the material on the page, including advertisements.

3

## CONTROL

Print advertising gives the ad buyer considerable control over appearance and content of the advertisement. Frequently, buyers request specific placement of their advertisement, especially if there is an article that complements the goods or services being advertised.

4

## CREDIBILITY

Since 2002, Southwest Georgia Living has published pertinent, factual editorial content and has held strong to the highest standards of magazine publishing. Our readership trusts the information we offer, and the advertisers in the publication reap the benefits.

5

## VISUAL APPEAL

We hear from readers all the time about how beautiful our publication is and how much they like our design. Likewise, a well-designed advertisement creates a visual appeal that draws attention, increasing chances readers will remember the product or service.

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July August 2021

## *Saving Grace*

After a fire destroys  
it, a folk Victorian  
cottage finds new life  
in Thomasville

LIVING  
*Medicine*  
ISSUE  
Incredible true stories &  
medical insights

Farmer  
Lee Jones  
shares  
three  
recipes  
from  
his new  
cookbook

Getaway  
to the  
pristine  
Alys  
Beach

*NEW*  
Furry  
friends

## ADVERTISING RATES

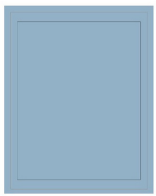
|          | 1 ISSUE | 3 ISSUES | 6 ISSUES |
|----------|---------|----------|----------|
| 1 Page   | \$1,980 | \$1,785  | \$1,685  |
| 1/2 Page | \$1,185 | \$1,065  | \$950    |
| 1/3 Page | \$830   | \$750    | \$630    |
| 1/6 Page | \$450   | \$420    | \$380    |

|                | COVERS | 1 ISSUE | 3 ISSUES | 6 ISSUES |
|----------------|--------|---------|----------|----------|
| Back cover     |        | \$2,700 | \$2,525  | \$2,270  |
| Inside front   |        | \$2,390 | \$2,225  | \$2,015  |
| Inside back    |        | \$2,220 | \$2,080  | \$1,870  |
| Pg. 3, 5, or 7 |        | \$2,220 | \$2,080  | \$1,870  |

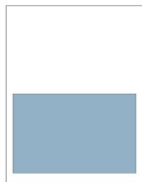
## ADDITIONAL CHARGES

- 10% additional charge for guaranteed position.
- Excessive proof changes and extensive graphic design will be charged to the client at a rate of \$45 per hour. For example, requesting more than the maximum 2 proofs or requiring a total redesign of an ad concept once ad goes out for proof.
- Requests for photos produced by the publisher for advertisements/editorial printed in Southwest Georgia Living will result in additional charges to the client.
- Payment is due upon receipt of invoice. Accounts not paid within these terms are subject to a late payment finance charge computed at 1.5% per month (18% annual rate) on any balance 30 days after billing date.

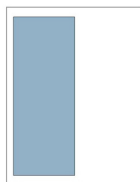
## AD SPECS



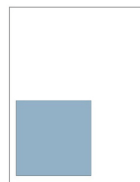
**FULL PAGE W/ BLEED**  
8.625"w X 11.125"h  
**FULL PAGE**  
7.375"w X 9.75"h



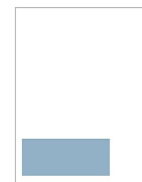
**1/2 PAGE (HORIZONTAL)**  
7.375"w X 4.625"h



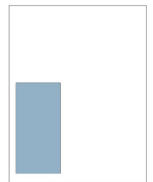
**1/2 PAGE (VERTICAL)**  
3.375"w X 9.75"h



**1/3 PAGE (HORIZONTAL)**  
4.625"w X 2.125"h



**1/6 PAGE (HORIZONTAL)**  
2.125"w X 4.625"h



**1/6 PAGE (VERTICAL)**  
2.125"w X 4.625"h

**BOOK TRIM SIZE:** 8.375" Wide by 10.875" Tall

**LIVE AREA & BLEED:** All copy or graphics not intended to trim should be positioned .375" or more from trim. Artwork intended to bleed must be created with a minimum of .125" image area beyond trim area to guarantee consistent bleed.

**IMAGE REQUIREMENTS:** All images provided for ads should be final, color corrected, high resolution (minimum of 300dpi) CMYK files. No spot colors are accepted. TIF or EPS file type is recommended. High resolution images should not be scaled up more than 115% to maintain image quality.

\*If files are prepared improperly and mechanical requirements are not met or an acceptable proof of the ad is not supplied, Southwest Georgia Living magazine will NOT guarantee the reproduction of the ad.\*

Due to the nature of the printing process and paper stock used, colors may vary somewhat from supplied proof.

**MECHANICAL/ELECTRONIC REQUIREMENTS:** One set of progress proofs or a color match print must be sent with all color ads. All color ads are to be 4-color. process CMYK only. Ads that bleed should measure 8.625" wide by 11.125" long. This includes a 1/8" bleed on all sides. We accept PDF, EPS, TIF or JPG file formats. Files must be supplied with a resolution of no less than 300dpi. All color images must be CMYK format. Ads must be actual size. There will be a \$45 an hour charge for ads or artwork (i.e. logos and photographs) that fail to meet specifications. Ads requiring more than two proofs or extensive changes will be charged \$45 per hour until completion of ad.

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November December 2022

TRAVEL

HEAD FOR THE HILLS  
IN UTAH

OGDEN IS THE PERFECT  
BACKDROP FOR  
SKIING

# MERRY & BRIGHT

## A GUIDE TO ENJOYING THE SEASON

### *Southwest Georgia Style*

'TIS THE SEASON  
*Holiday Home*  
FROM INTERIOR DESIGN  
TO SETTING THE TABLE FOR  
INCREDIBLE MEALS