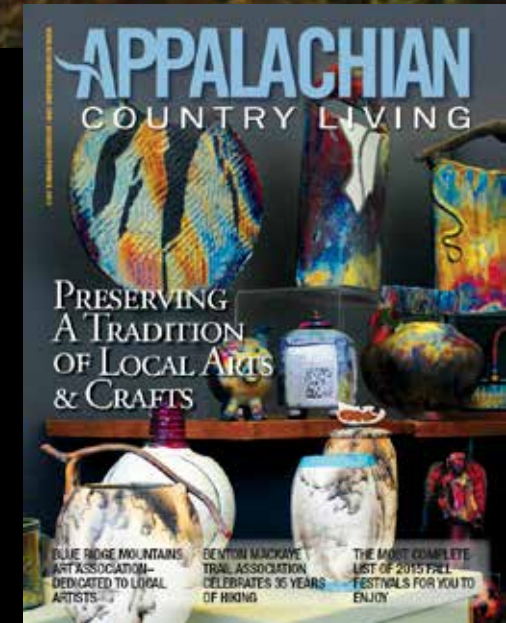
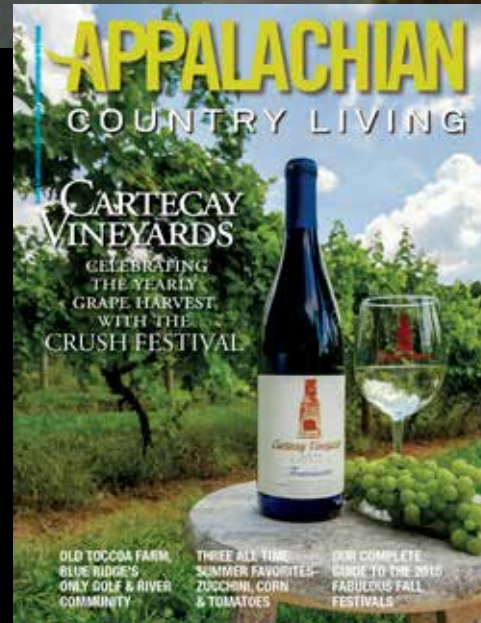
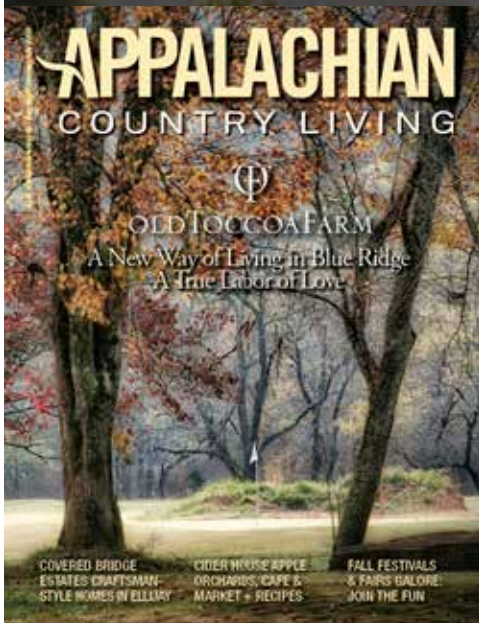


Media Kit 2021

APPALACHIAN COUNTRY LIVING

The Premier Guide to Arts, Dining, Shopping,
Events & Outdoor Activities in the
Southern Appalachian Mountains and Beyond



WHO WE ARE...

Welcome to *Appalachian Country Living Magazine!*

AC Living Magazine is a free bi-monthly, full-color magazine with eye-popping graphics that serves as the Insider's Guide to the North Georgia Mountain Region.

We are dedicated to celebrating and promoting the best of what the North Georgia Mountains and its people have to offer, and are heavily involved in the communities we serve, frequently featuring non-profit programs and events.

The people, the culture, and local businesses are only a fraction of what we cover. Our extra features include coverage of the arts, events, restaurants, wineries, festivals, homes and cabin rentals, and mountain decor, as well as the people, food, and history— **AC Living Magazine** provides entertaining and helpful information for residents and visitors alike.

We provide better content and service than any other magazine in the area. Not only do readers look forward to our variety of articles, but they save the magazines, bake the recipes, and respond to our website. If you don't believe us, just compare us!

You can check us out at our website where readers have access to us 24/7. We are Country.

We are **Appalachian Country Living Magazine.**



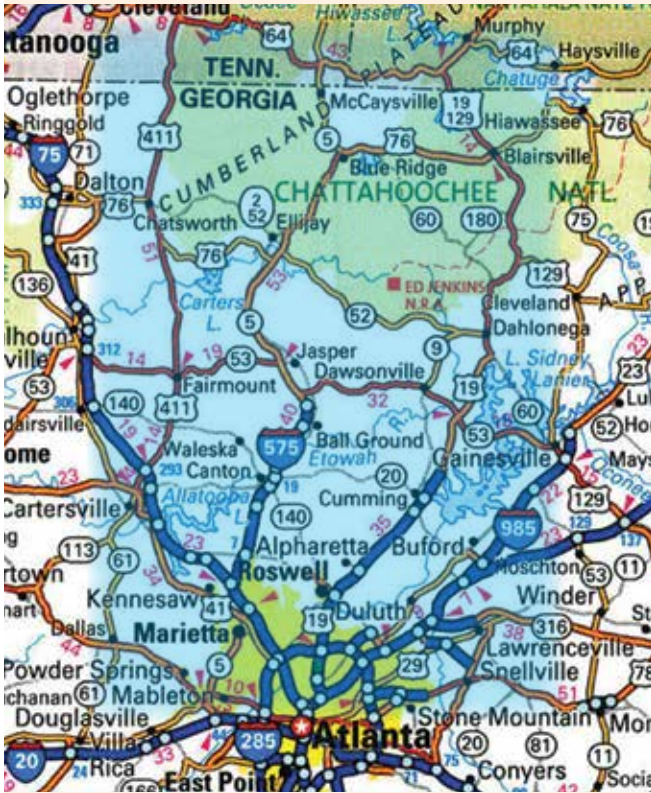
Print magazines are more balanced across generations than any other media, including internet, TV, radio, newspapers and billboards.

(Source: GIK MRI)



“I've had customers come into my store carrying *Appalachian Country Magazine* with tabs marking pages of the businesses that they wanted to visit.”

—Doug Shelburn, Owner, North Georgia Furniture.
Advertiser with AC Living Mag for over 10 years.



“While traveling, I stopped at a GA State Welcome Center and was pleased to find visitors commenting on my ad in *AC Living Magazine!*”

—Tracey Burnett, Owner,
Around Back at Rocky's Place Gallery.
Advertiser with AC Living Mag for over 7 years.

TARGET AUDIENCE

Our Readers are your customers—residents, vacationers, visitors, and weekend warriors. The North Georgia Mountain area of the Southern Appalachian Chain produces over \$68 Billion Dollars for the industry every year and is growing!

DISTRIBUTION

Appalachian Country Living Magazine is distributed locally and state wide to our subscribers, businesses and in high-traffic areas in over 15 counties and up and down the I-575 and I-515 corridor. We expect to grow our distribution area over the course of 2021.

We can be found at the local Chambers of Commerce, all types

of businesses and restaurants in Fannin, Cherokee, Gilmer, Pickens, Union, Towns, Lumpkin and many other outlets in our distribution area, including many locations in the Metro Atlanta Suburbs. Plus we offer specific targeted distribution based on each issue's theme.

Copies are also sent to all Georgia State Welcome Centers.

APPALACHIAN COUNTRY LIVING DISTRIBUTION AREAS

Acworth, GA 30101, 30102
 Alpharetta, GA 30022, 30005, 30004
 Amicalola Falls Lodge, GA 30534
 Ball Ground, GA 30107
 Bent Tree, GA 30143
 Big Canoe, GA 30143
 Blairsville, GA 30512
 Blue Ridge, GA 30513
 Buford, GA 30519
 Buckhead, GA 30625
 Brasstown Valley Resort, GA 30582
 Brookhaven, GA 30319
 Canton, GA 30114, 30115
 Chamblee, GA 30341
 Clarkston, GA 30021
 Copperhill, TN 37317

Cumming, GA 30040, 30041
 Dahlonega, GA 30533
 Dawsonville, GA 30534
 Decatur, GA 30036, 30030
 Discover Lake Lanier Visitors Center,
 Gainesville, GA 30504
 Ducktown, TN 37326
 Duluth, GA 30097, 30096
 Dunwoody, GA 30346, 30338, 30092
 Ellijay, GA 30540
 Hiawassee, GA 30546
 Jasper, GA 30143
 Johns Creek, GA 30005, 30097
 Lilburn, GA 30047
 McCaysville, GA 30555
 Murphy, NC 28906

Ocoee Whitewater Center
 Cooperhill, TN 37317
 River Forks Park, Gainesville, GA 30504
 Snellville, GA 30078, 30081
 Suwanee, GA 30024
 Stone Mountain, GA 30083
 Tucker, GA 30084
 Woodstock, GA 30102
 Young Harris, GA 30582



DIGITAL AND SOCIAL MEDIA

We've got you covered! Let us become part of your mixed-media marketing plan in 2021.

It's a known fact that a mixed-media marketing strategy still remains the key to long-term successful branding of your business. Not one media alone can produce desired results.

That's why we provide you with additional services to compliment your marketing campaign giving you the best Bang for your Buck!

- Circulation is 15,000 to 20,000 per issue bi-monthly depending on the season and demand. With an estimated readership per issue of 30,000 to 40,000, respectively.

- We promote YOUR business on our **AC Living Magazine Facebook Page** boasting nearly 5,000 target-marketed "Likes" and growing with each issue.
- Featured spots on our **Website** which has increased in viewer sessions by 103% in December of 2020, with over 500 additional readers per month online and over 10,000 hits per month.
- Current and past issues of **AC Living Magazine** are always available online on our **Website** as a flip book. Additionally, the URL in your ad is converted to a hyperlink that takes viewers directly to your website.
- Our Graphic Design services are exceptional. If you don't have an ad to run, the Design of your first High-Res ad is included in our ad rates.

“We're so glad the *Appalachian Country Living Magazines* are delivered here, we have folks asking for them all the time!”

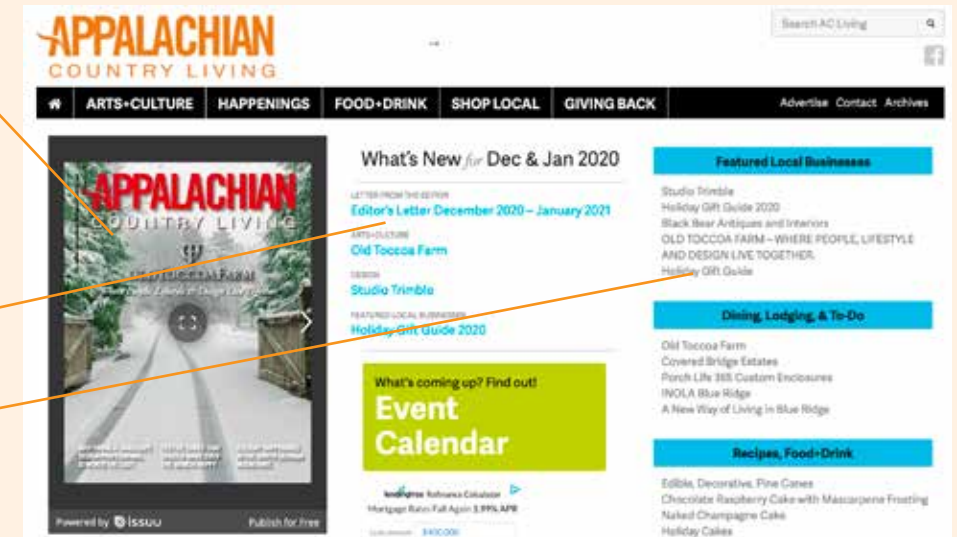
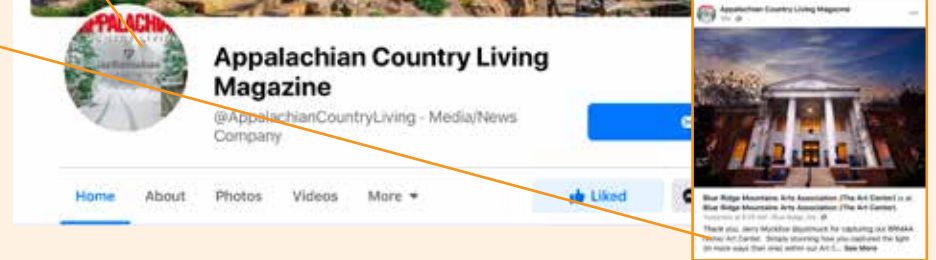
—Gilmer County Chamber of Commerce and Visitor's Center

Cover Photo and Profile Photo + Boost included with Cover Feature

Your Posts Shared on our Facebook Page

Flip Book includes URL Links From Your Ad Directly to Your Website

Current and Past Featured Businesses on our Homepage



COVERS & FULL PAGE

LIVE:
7.375" x 9.875"

TRIM:
8.375" x 10.875"

BLEED:
8.625" x 11.25"

2/3 PAGE HORIZONTAL
7.375" x 7"

1/3 PAGE HORIZONTAL
7.375" x 2.75"

2/3 PAGE VERTICAL
4.875" x 9.875"

1/6 PAGE VERTICAL
2.375" x 4.8625"

1/6 PAGE HORIZONTAL
4.875" x 2.375"

1/3 PAGE SQUARE
4.875" x 4.865"

1/3 PAGE VERTICAL
2.375" x 9.875"

1/2 PAGE HORIZONTAL
7.375" x 4.875"

1/4 PAGE
3.675" x 4.865"

1/2 PAGE VERTICAL
3.675" x 9.875"

1/8 PAGE
3.675" x 2.385"

AD SIZE	1X PRICE PER ISSUE	3X PRICE PER ISSUE	6X PRICE PER ISSUE
Front Cover	\$2500	\$2200	\$1800
Back Cover	\$1800	\$1600	\$1500
Inside Front	\$1600	\$1350	\$1200
Inside Back	\$1600	\$1350	\$1200
Page 3	\$1500	\$1200	\$1150
Full Page	\$1250	\$1125	\$995
2/3 Page	\$875	\$790	\$695
1/2 Page	\$690	\$620	\$545
1/3 Page	\$525	\$470	\$415
1/4 Page	\$405	\$365	\$320
1/6 Page	\$275	\$250	\$220
1/8 Page	\$225	\$200	\$175

ALL CLIENT SUPPLIED ADS SHOULD BE 300dpi PDF/ X1a or HIGH RESOLUTION PRESS QUALITY JPEG. THANKS!

Design of First Ad included in ad rate!
6X ads may include one editorial at publisher's discretion.
20% discount for NON-PROFITS

ADVERTISING CLOSE DATES

Feb/Mar	Jan 10
Apr/May	Mar 1
June/July	May 1
Aug/Sept	July 1
Oct/Nov	Aug 25
Dec/Jan	Oct 25



ISSUE

February/March 2021

Bonus Distribution:

- North Metro Atlanta Locations
- Select Festivals and Train Events
- GA State Welcome Centers

ISSUE HIGHLIGHTS

Valentine's Day & Spring Getaways

- Home Builders, Buyers & Renovators Guide to Mountain Life
- Spring Mountain Getaways
- **PLUS! Valentine's Day!**

CLOSING DATES

Space Reservations, Signed Contract & Artwork Due:

January 10, 2021
Ad Payment Due: Jan 15, 2021
Target Distribution Date:
 February 1, 2021

April/May 2021

Bonus Distribution:

- Selected Festivals & Home Tours
- Spring Arts in the Park, BR
- North Metro Atlanta Locations
- GA State Welcome Centers

Spring & Summer Festivals Preview & All Things Spring

- The Most Complete Guide to Spring/Summer Festivals & Events!
- Arts, Agritourism, Outdoor Events, Cabin Rentals, Home & Garden

Space Reservations, Signed Contract & Artwork Due:

March 1, 2021
Ad Payment Due: March 15, 2021
Target Distribution Date:
 April 1, 2021

June/July 2021

Bonus Distribution:

- Selected Events
- North Metro Atlanta Locations
- GA State Welcome Centers
- More to be Announced

Summer Fun

- Lake & River Adventures
- Summer Events
- Great Summer Recipes
- More to be Announced

Space Reservations, Signed Contract & Artwork Due:

May 1, 2021
Ad Payment Due: May 15, 2021
Target Distribution Date:
 June 1, 2021

August/September 2021

Bonus Distribution:

- Selected Summer Events
- North Metro Atlanta Locations
- GA State Welcome Centers
- More to be Announced

Fall Festival Preview

- The Most Complete Guide to North Georgia's Fall Festivals and Events!
- Summer Activities Winding Down
- More to be Announced

Space Reservations, Signed Contract & Artwork Due:

July 1, 2021
Ad Payment Due: July 15, 2021
Target Distribution Date:
 August 1, 2021

October/November 2021

Bonus Distribution:

- Georgia Apple Houses, Ellijay
- Fall Arts in the Park, Blue Ridge
- North Metro Atlanta Locations
- GA State Welcome Centers

Georgia Apple Time

- Biggest Issue of the Year!
- Apple Recipes
- GA Apple Festival
- Preview: Holiday Festivals, Parades and Santa!

Space Reservations, Signed Contract & Artwork Due:

Aug 25, 2021
Ad Payment Due: Sept 15, 2021
Target Distribution Date:
 October 1, 2021

December 2021/January 2022

Bonus Distribution:

- Available at all locations for Thanksgiving Weekend
- Holiday Events and Fairs
- North Metro Atlanta Locations
- GA State Welcome Centers

Holiday Events & Gift Guide

- Holiday Happenings
- Entertaining for the Holidays
- Shop Local for unique gifts from our talented Mountain Artists
- More to be Announced

Space Reservations, Signed Contract & Artwork Due:

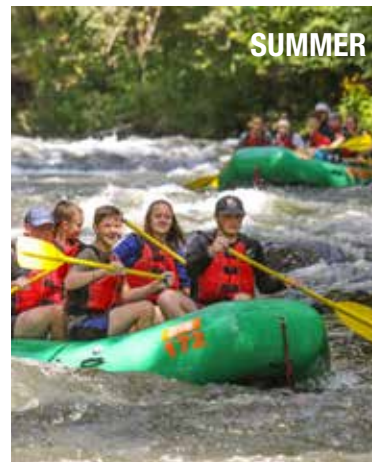
October 25, 2021
Ad Payment Due: Nov 4, 2021
Target Distribution Date:
 November 21, 2021



WINTER



SPRING



SUMMER



& FALL

Hurry! There's still time to advertise in our next issue. Call now to reserve your space in the exciting issues to come!