

THE JUNIOR LEAGUE

*of Atlanta*

Women Transforming Communities

# The Official Magazine of the Junior League of Atlanta

The **Junior League of Atlanta, Inc.** (JLA) is comprised of 3,800 of Atlanta's most successful and powerful women and is a targeted demographic that you want to reach. Their members are **well-educated, affluent and influential leaders** and are engaged in their communities making a difference every day. Advertising in their official magazine, *Peachtree Papers*, is a cost-effective way to engage this coveted group of consumers.

Published quarterly, *Peachtree Papers* is the voice of the League and provides content on topics such as the League news, member profiles, charitable accomplishments, fundraising events, community stories, general women's interests and more. Issues that appeal not only to its membership, but also to any Georgia women interested in bettering their communities in and around Atlanta.

## Important Deadlines

### FALL 2019

Space Close:  
August 7  
Creative Due:  
August 28

### WINTER 2020

Space Close:  
October 30  
Creative Due:  
November 20

### SPRING 2020

Space Close:  
February 3  
Creative Due:  
February 24

### SUMMER 2020

Space Close:  
April 27  
Creative Due:  
May 18



PUBLISHED BY ATLANTA MAGAZINE CUSTOM MEDIA

TO ADVERTISE, CONTACT SEAN MCGINNIS | 404.527.5501 | SMCGINNIS@ATLANTAMAGAZINE.COM

## Circulation

*Peachtree Papers* is mailed to The League's 3,400 membership along with 500+ JLA sponsors, partners, corporations, foundations, charitable groups and the media.

The magazine receives **targeted free distribution of 2,700** at strategic locations that women of interest frequent such as doctors offices, upscale retail locations and automobile dealerships.

(Total circulation: 6,000 per issue)

The publication has a **pass-on rate of 3 readers per copy on average.**

## Demographics

The Junior League of Atlanta, Inc. members live all over the metropolitan Atlanta area, including Buckhead, Brookhaven, Vinings, and Sandy Springs.

More than 80% can be found in the most affluent zip codes in Atlanta, including 30305, 30327, 30309, 30342, and 30339.

Attorneys are the most common profession among members.

### TOTAL READERSHIP: 21,000

#### EDUCATION

College . . . . . 98%  
 Post Graduate. . . . . 54.6%

#### EMPLOYMENT

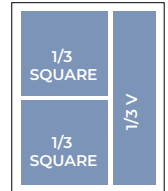
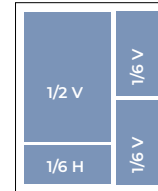
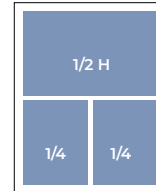
Full Time . . . . . 73.4%  
 Part Time . . . . . 3.5%  
 Self-Employed . . . . . 8.4%  
 Homemaker/Other. . . . . 14.7%

#### HOUSEHOLD INCOME

\$200,000+ . . . . . 20.6%  
 \$100,001 - 200,00 . . . . . 30.6%  
 \$75,001 - 100,000 . . . . . 17.5%

## Advertising Rates

| POSITION/SIZE               | 1X      | 2X      | 4X      |
|-----------------------------|---------|---------|---------|
| BACK COVER                  | \$2,700 | \$2,000 | \$1,800 |
| PAGE 1                      | \$1,800 | \$1,600 | \$1,400 |
| INSIDE FRONT COVER          | \$1,800 | \$1,600 | \$1,400 |
| INSIDE BACK COVER           | \$1,300 | \$1,150 | \$1,000 |
| OPPOSITE TOC                | \$1,600 | \$1,400 | \$1,200 |
| OPPOSITE PRESIDENT'S LETTER | \$1,600 | \$1,400 | \$1,200 |
| FULL-PAGE                   | \$1,100 | \$1,000 | \$900   |
| 2/3 PAGE                    | \$950   | \$850   | \$750   |
| 1/2 PAGE                    | \$800   | \$700   | \$600   |
| 1/3 PAGE                    | \$650   | \$600   | \$550   |
| 1/4 PAGE                    | \$500   | \$450   | \$400   |
| 1/6 PAGE                    | \$400   | \$375   | \$350   |



## Advertising Specs

TRIM SIZE: 8.375" x 10.5" | FREQUENCY: Quarterly

#### AD SIZE

#### DIMENSIONS

|  |                  |
|--|------------------|
| FULL-PAGE (PLUS BLEED)                           | 8.625" X 10 .75" |
| <i>All text and logos must be 0.5" from edge</i> |                  |
| 2/3 PAGE VERTICAL                                | 4.75" X 9.5"     |
| 1/ 2 PAGE HORIZONTAL                             | 7.375" X 4.625"  |
| 1/ 2 PAGE VERTICAL                               | 4.75" X 7.125"   |
| 1/ 3 PAGE SQUARE                                 | 4.75" X 4.625"   |
| 1/ 3 PAGE VERTICAL                               | 2.3125" X 9 .5"  |
| 1/4 PAGE   | 3.625" X 4.625"  |
| 1/6 PAGE HORIZONTAL                              | 4.75" X 2.125"   |
| 1/6 PAGE VERTICAL                                | 2.3125" X 4.625" |

## File Submission

Ads can be emailed directly to wtomasino@atlantamagazine.com if less than 6mb. If larger than 6mb, please email Whitney for an upload link.

**Acceptable File Format:** PDF high resolution (300 dpi). All fonts and images must be embedded within the PDF. Images should be 300 dpi before embedding.

**Production Contact:** Whitney Tomasino, Production Director  
 wtomasino@atlantamagazine.com | 404-527-5526

## Appearing in Every Issue:

- Events and opportunities to network and engage with the JLA
- Health, nutrition and recreation
- Style and fashion
- Service and outreach by JLA members and organizations
- Mentoring and training
- Literacy
- Giving
- Profiles in leadership
- Plus, compelling feature articles that support the JLA's core mission

## About the Junior League of Atlanta

Focused on improving the health, education, and welfare of women and children, the JLA is an organization of women, committed to making lasting transformation in the Atlanta community. Our legacy of proven leadership is built on our ability to train women leaders to tackle tough issues impacting women and children. The JLA serves as a much-needed volunteer resource and as a catalyst for positive community change through our partnerships with more than 100 nonprofit organizations in our community. Last year alone, 600 active members provided more than 50,000 hours of volunteer service in the community saving charities more than \$1.2 million. Additionally, the JLA provides a strong foundation for civic leadership and connects women who share a commitment to service and community transformation. Through our collective forces, the League reached more than 700,000 women and children through its volunteer efforts, and raised \$1.3 towards advancing its mission.

The JLA is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

