



Savannah[®]

MAGAZINE

• 2018 MEDIA KIT •

STRATEGIC BRANDING OPPORTUNITIES / PRINT & DIGITAL

OUR BRAND



Your City. Your Magazine.

SIX BIMONTHLY ISSUES: There's no place like Savannah—and no one brings the city to life like Savannah magazine. Our mission is to celebrate the new and enduring voices of our city's culture, commerce and creative community. Elegant and relevant. Authentic and fun. That's your Savannah, and this is your magazine.



THREE SAVANNAH HOMES ISSUES

SPRING, SUMMER AND FALL/WINTER: Each one of our three dedicated Homes publications features multiple home tours, as well as departments devoted to collections, gardens, antiques, makers, table settings and commercial design. Our readers also vote annually on the Best of Savannah Homes, naming the top home professionals in more than 30 categories.

A Local Brand with Global Reach

Print: With 10 issues a year under three different magazine titles, Savannah magazine, Savannah Homes and Savannah Weddings offer countless ways to tailor your advertising.

Email: Our free weekly newsletter reaches 6,550 opt-in subscribers.

Web: Our website receives 18,500 page views per month with its shared content, searchable event calendar, resource guides and more.

Events: Interact with targeted demographics as a sponsor of our branded events, including Best of Savannah and issue launch release parties.

Social Media: Across Instagram, Facebook and Twitter, our audience exceeds 42,000 people.



28 YEARS
SUPPORTING THE
LOCAL ECONOMY

81 AWARDS
FOR INNOVATION AND
EXCELLENCE



2018 CALENDAR

THE ART + DESIGN ISSUE
Savannah
ARTISTS TO KNOW
Collectors: Allie Potts, The prominent gallery, Chuck, Charlotte, Coates, Rick Coates
Plus: Willie Wiley, Mike Ramsey, Sha Swanner, Lisa Parker, Blake Smith, Will Perry, Fran Karamany, McKenna Smith, Michael Parnan

• Space close: 11/9/18 •
Materials due: 11/16/18

• JAN/FEB •

THE ART + DESIGN ISSUE
galleries, collectors and artists to watch, plus School Choice charts

Health: New Year's resolutions

Advertising:
School profiles*
Valentine's Day guide

THE MUSIC ISSUE
Savannah
Spring Awakening
Plus: BARKING DESIGNERS // COOL VINTAGE STYLE, PUNK ANIMALS, ADVOCATES OF THE JUSTICE LEAGUE

• Space close: 1/19/18 •
Materials due: 1/26/18

• MAR/APR •

THE MUSIC ISSUE
festival season, musicians and bands

Health: dentistry

Advertising:
Lawyer profiles*
Veterinarian/pet care profiles*

THE FOOD ISSUE
Savannah
Grab a Fork and Go!
Cheap eats, healthy meals, make to order to
70 DISHES TO TRY RIGHT NOW
THE WOMEN IN BUSINESS

• Space close: 3/16/18 •
Materials due: 3/23/18

• MAY/JUNE •

THE FOOD ISSUE
top chefs, restaurants and recipes

Health: women's health

Advertising:
Women in business*
Chef/caterer profiles*

THE ADVENTURE ISSUE
Savannah
50 WAYS TO KEEP YOUR COOL
Breezy Island Style // Backyard Getaways
Back-to-School Survival Guide // Year Health, A to Z

• Space close: 5/18/18 •
Materials due: 5/25/18

• JULY/AUG •

THE ADVENTURE ISSUE
everything water and the great outdoors, back to school, plus wellness guide

Health: wellness supplement, pediatrics

Advertising:
Doctor profiles*
Health Professionals profiles*
Dentist profiles*
Back to school

THE STYLE ISSUE
Savannah
THE CITY'S BEST
PEOPLE, PLACES, THINGS
Gregg Allman
THE LAST ALBUM
An Island Coastal Home

• Space close: 7/13/18 •
Materials due: 7/20/18

• SEPT/OCT •

THE STYLE ISSUE
featuring the Best of Savannah
> reader's choice ballot results
fall fashion, shopping, personal style, plus the Best of Savannah party

Health: Best of... Doctors

Advertising:
Best of Savannah
Best of Doctors

THE GOOD ISSUE
Savannah
GATHER ROUND
Savannah's KEEPERS OF KINDNESS
THE BEST OF THE HOLIDAY

• Space close: 9/14/18 •
Materials due: 9/21/18

• NOV/DEC •

THE GOOD ISSUE
featuring The New Guard
> our city's up and coming leaders, selected by Savannah magazine
holiday traditions, great gifts and ways to give back, plus the New Guard party

Health: aesthetics and beauty

Advertising:
Lookbook + Gift guide
Philanthropic giving profiles*
Retirement living profiles*

Savannah
HOMES
Bring Out the Best
74 READER REFERRALS
Plus: Best of Homes, Real Estate, Home Design, Home Tours

• Space close: 2/16/18 •
Materials due: 2/23/18

• SPRING HOMES •

BEST OF HOMES
> reader's choice ballot results

Advertising:
Best of Homes

Savannah
HOMES
Dive Into
Inspired Outdoor Living
& Waterfront Living

• Space close: 4/20/18 •
Materials due: 4/27/18

• SUMMER HOMES •

INSPIRED OUTDOOR LIVING

Advertising:
Ask the home experts*

Savannah
HOMES
FALL INTO PLACE
modern classics, warm interiors of a garden on the bluff

• Space close: 8/10/18 •
Materials due: 8/17/18

• FALL/WINTER HOMES •

REAL ESTATE MARKET FEATURE

Advertising:
Real estate profiles*

* Indicates special advertorial sections

OUR CIRCULATION

Target the right consumers

and let us bring your message home.

SUBSCRIBERS = 5,300

NEWSSTAND = 4,200

Sold at more than 200 outlets including boutiques, grocery stores, tourist centers, Savannah Visitor Center, Savannah/HHI International Airport, Hartsfield-Jackson Atlanta International Airport, as well as other retail outlets throughout Savannah.

HOTEL AND RESORT DISTRIBUTION = 2,600

Reaches the lucrative tourist market through in-room distribution at more than 10 resort and boutique hotels and many other upscale inns and B&Bs.

BUSINESS LEADERS = 2,200

Reaches CEOs, business owners, entrepreneurs and key decision-makers in the Savannah business arena.

WAITING ROOM DISTRIBUTION = 760

Placed at doctors' and dentists' offices, spas, salons and more throughout the city.

VALUE-ADDED OPPORTUNITIES

- Sponsorships, print partnerships and online opportunities
- Sponsor a Savannah magazine event
- Advertise on SavannahMagazine.com
- Partner with us on a promotional giveaway
- Sponsor our special distribution efforts
- Advertise in our Savannah magazine newsletter
- Join us in charitable giving
- Ask us about tip-ins, gatefolds, response cards, stickers and more

PRINT WITH US

Let us price out your next program or brochure. In addition to professional print services, we have access to expert writers, designers and an expanded circulation force.

EVENT PARTICIPATION AND SPONSORSHIPS = 690

Savannah magazine sponsors and/or supports many local events, including:

- America's Second Harvest Jewels and Jeans
- American Traditions Competition
- Critz Tybee Run Fest
- Downtown Design District Holiday Walk
- Georgia Historical Society events
- Historic Savannah Foundation events
- Leukemia and Lymphoma Society's Man and Woman of the Year
- Publix Savannah Women's Half Marathon
- Savannah Book Festival
- Savannah Children's Museum
- Savannah Food and Wine Festival
- Savannah Music Festival
- Savannah Tour of Homes & Gardens
- Stopover and Revival Festivals
- Taste of Hope
- Telfair Museums events
- Voice Festival
- Wine, Women & Shoes and Beer, Guys & Cigars



AVERAGE READERSHIP
PER ISSUE »

63,800

PASS ALONG READERSHIP »

**4.05 READERS
PER COPY**

(National average is 3.25)

AVERAGE PRINT RUN
PER ISSUE »

15,750

PAID DISTRIBUTION
PER ISSUE »

10,400

OUR READERS

Savannah magazine targets affluent, intelligent decision-makers who share a passion for the good life in the Coastal Empire.

HOW MANY READERS?

63,800 of each issue of Savannah magazine (4.05 readers per copy)
 59% keep magazine more than one month

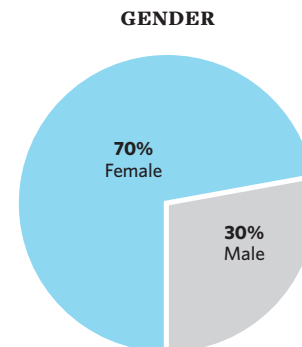
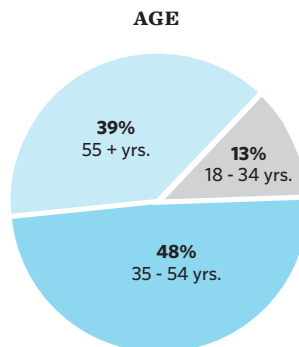
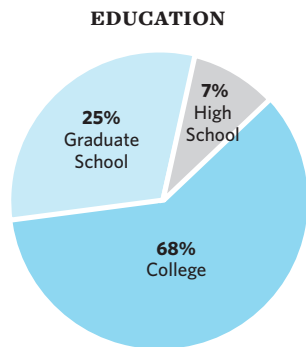
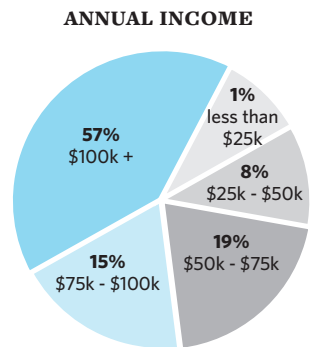
WHO ARE THE READERS OF SAVANNAH MAGAZINE?

70% female
 30% male
 48% ages 35-54
 93% attended college

OUR READERS HAVE MONEY AND SPEND MONEY!

77% frequently purchase products or services from ads seen in Savannah magazine
 72% household income more than \$75,000
 57% household income more than \$100,000
 29% household income more than \$150,000
 95% own their own home (subscriber survey by Georgia Southern University)

*From Circulation Verification Council Audit, 2016



77%
 OF OUR READERS FREQUENTLY PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN SAVANNAH MAGAZINE

57%
 OF OUR READERS HAVE A HOUSEHOLD INCOME OF MORE THAN \$100,000.

OUR SPECS 2018

ADVERTISEMENT	WIDTH	DEPTH
two page spread (full bleed)*	18.25"	11.125"
full page bleed*	9.25"	11.125"
full page	7.75"	9.625"
one-half page horizontal	7.75"	4.6875"
one-half page vertical	3.75"	9.625"
one-fourth page	3.75"	4.6875"

TRIM/BLEED SIZE

Magazine trim size is 9" x 10.875". Full-page bleed size is 9.25" x 11.125". When creating full-page bleed ads, please do not use any crop or registration marks. Ads submitted without sufficient bleed area will be reduced to fit live area.

Live area is 8.5" x 10.375." We highly recommend that all important information (i.e. text) is kept within the live area. If text or other important information is outside the live area, we are not responsible if it is left out.

CREATIVE SERVICES

Savannah magazine's art department will provide professional and creative ad design to display advertisers at no cost. Photo images must be at least 300 dpi. We accept the following formats: .tif, .eps and .jpg. Images from the Web or embedded in a Word document will not be accepted.

AD SUBMISSIONS

Preferred format for camera-ready ad submission is a PDF. Files must be CMYK, have a resolution of 300 dpi or higher, and must have all fonts embedded. PDF documents created using the "PDF/X-1a" is strongly recommended. For bleed ads, please do not include any crop marks.

Although we do our best to ensure color accuracy, Savannah magazine is not responsible for incorrect output of color or the color correcting of ads if a color-match proof is not provided.

FILE TRANSFER

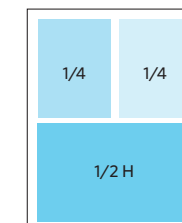
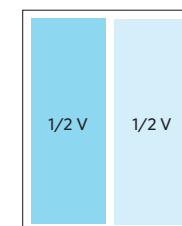
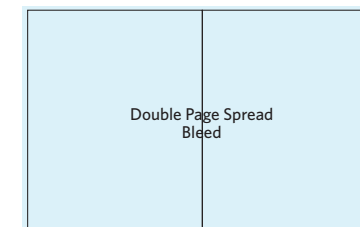
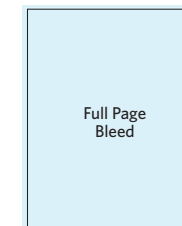
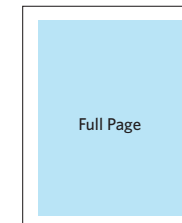
EMAIL: Ads can be submitted via e-mail to the following address: ads@savannahmagazine.com.

Please use the client name in the subject line and alert your account executive when the file has been emailed.

FILE TRANSFER WEBSITES: When using a file transfer website (such as Dropbox or Hightail) to submit ads, a low-res pdf proof will be provided to the client to ensure that the correct file is placed in the magazine.

Send DropBox files to editor@savannahmagazine.com. Please make the file public so that if shared amongst our team, access will be automatically granted.

For additional questions, please call 912.652.0292.



PURCHASE LOCATIONS

SAVANNAH AREA

Apollo Pharmacy
Barnes and Noble
Bay Camera Company
BiLo
2 Locations
BleuBelle Boutique
C. Blue
CVS Stores
14 Locations
Candler Hospital Gift Shop
Chu's
3 Locations
Clyde's
3 Locations
Coffee Fox
Davis Produce
E. Shaver, Bookseller
Enmark
8 Locations
Follett
2 Locations
Food Lion
6 Locations
Fresh Market
Friendship Coffee Company
The Gate
Hyatt Regency Gift Shop
Jones Red & White
Kroger
9 Locations
La Paperie
Latitude 32°
Lowcountry Wallcoverings & Design
Lucky's Market
Memorial Health Gift Shop
Merry Times
Paradies Shops @ Savannah Airport
Parker's Market
Paris Market and Brocante

Publix
6 Locations
Quick Stop
Salt Table
2 Locations
Savannah Bee Company
3 Locations
Savannah Market
Savannah Secret Gardens
Smith Brothers Butcher Shop
St. Joseph's Hospital Gift Shop
Target
2 Locations
Village Walk Pharmacy
Visitors Center Gift Shops
Waldenbooks
Walgreens
7 Locations
Westin Savannah Harbor Gift Shop
Whole Foods
Wilkes Dining Room

OTHER GEORGIA CITIES

Austin News Service
Barnes and Noble
32 Locations
Books-A-Million, Statesboro
Borders Books and Music
15 Locations
Clifton Super
CVS Stores
7 Locations
Dalton Books
Day by Day
Follett
12 Locations
Food World
2 Locations
Harris Teeter
Harvey's
2 Locations

Hastings
Micro Center
2 Locations
Publix
5 Locations
Kroger
9 Locations
Pearl Paint
Wal-Mart
6 Locations
Waldenbooks
9 Locations

SOUTH CAROLINA

Barnes and Noble
16 Locations
BiLo
7 Locations
Borders Express
Broad Creek Mercantile
CVS Stores
3 Locations
Dalton Books
Enmark
Follett
8 Locations
Food Lion
4 Locations
Harris Teeter
2 Locations
Hilton Oceanfront Resort
Kroger
2 Locations
Piggly Wiggly
Publix
5 Locations
RT's Market
Target
Waldenbooks
7 Locations

