

Savannah[®]

MAGAZINE

For 27 years, *Savannah* magazine has engaged and inspired the influential reader with an authentic vision of the region's elegant, evolving lifestyle.



IZZY HUGGINS

2017 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 preach the gospel of the inimitable Savannah lifestyle and serve the city as thought leaders. With smart, layered, inclusive content, we interpret Savannah's unique cultural identity—and become the change we want to see in the city.

We're a luxury item, and authenticity is our luxury. That makes each issue of *Savannah* magazine a curated escape from the chaos of the everyday. We live to create the breathtaking imagery, layered stories and warm, playful dialogue that capture the essence of this place—and the undivided attention of invested Savannahians.

Elegant and relevant. Eccentric and fun. That's Savannah, and this is her magazine.



SAVANNAH HOMES

SPRING, SUMMER AND FALL/WINTER ISSUES: Our inspired abodes are the cornerstone of Savannah's singular lifestyle—and *Savannah* magazine has them covered. With a home tour in every issue and three dedicated Homes publications each year, our world-class photographers, stylists and designers take us inside the Hostess City's most beautiful dwellings. Our readers also vote annually on the Best of Savannah Homes, naming the top home professionals in more than 30 categories.



SAVANNAH WEDDINGS

SPRING AND FALL ISSUES: Published in the spring and fall, *Savannah Weddings* is an upscale bridal style magazine that showcases the beauty and boundless creativity of one of the nation's fastest-growing wedding destinations. Our comprehensive area venue listings and stunning pages packed with real Savannah weddings make us a must-read resource for local and destination brides alike.

A Local Brand with Global Reach

Print: With 11 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 *Savannah After Hours* e-newsletter, reaches 6,550 opt-in subscribers.

Web: Our image-driven, feature-rich website receives 18,500 page views per month with its exclusive content, searchable event calendar, resource guides, giveaways and more.

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

More Digital Opportunities: Enhance your company's exposure via our online contests, social media and more!

Giving Back: Only *Savannah* magazine makes a donation to a local charity for every subscription sold.



CEDRIC SMITH

27 YEARS
SUPPORTING THE
LOCAL ECONOMY

80 AWARDS
FOR INNOVATION AND
EXCELLENCE



RICHARD LEO JOHNSON

2017 CALENDAR



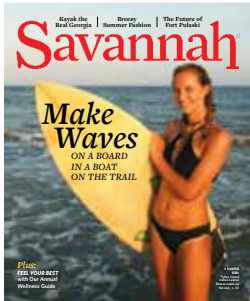
JAN/FEB

NEW FRONTIERS ISSUE
Generation NEXT, Great Road Trips and School Choice

HEALTH: Aesthetics and Beauty

ADVERTISING:
School Profiles*
Travel Guide
Valentine's Day Guide
GenerationNEXT
GenerationNEXT Party

SPACE CLOSE: Nov. 17
MATERIALS CLOSE: Nov. 24



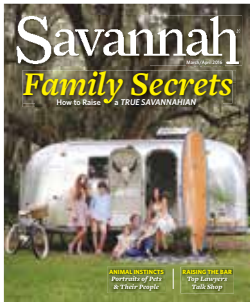
JUL/AUG

THE COASTAL ISSUE
Life on the Water
Back to School

HEALTH: Wellness Supplement and Top Dentists

ADVERTISING:
Doctor Profiles*
Health Professional Profiles*
Dentist Profiles*

SPACE CLOSE: May 19
MATERIALS CLOSE: May 26



MAR/APR

THE STYLE ISSUE
Spring Style, Top Lawyers and Families and Their Pets

HEALTH: Allergies and Auto-Immune Diseases

ADVERTISING:
Lawyer Profiles*
Veterinarian Profiles*

SPACE CLOSE: Jan. 20
MATERIALS CLOSE: Jan. 27



SEP/OCT

BEST OF SAVANNAH ISSUE
Fall Fashion
The Sporting Life

HEALTH: Best of Docs

ADVERTISING:
Best of Savannah
Best of Docs
Best of Savannah Party

SPACE CLOSE: July 21
MATERIALS CLOSE: July 28



MAY/JUN

THE GOURMET ISSUE
Chef's Secrets, Savannah Restaurants and Recipes

HEALTH: Everything About the Eyes

ADVERTISING:
Women in Business Profiles*
Chef/Caterer Profiles*

SPACE CLOSE: Mar. 24
MATERIALS CLOSE: Mar. 31



NOV/DEC

THE CELEBRATION ISSUE
Food and Drink
Holiday Traditions
Philanthropy
Retirement

HEALTH: Mental Health and Wellbeing

ADVERTISING:
Holiday Look Book and Gift Guide
Philanthropic Giving Profiles*
Retirement Living Profiles*

SPACE CLOSE: Sept. 22
MATERIALS CLOSE: Sept. 29



SPRING HOMES

THE BEST OF HOMES ISSUE

Bespoke Furniture, Modern Design and Home Tours

ADVERTISING:
Best of Homes

SPACE CLOSE: Feb. 17
MATERIALS CLOSE: Feb. 24



SUMMER HOMES

THE INSPIRED OUTDOOR LIVING ISSUE

Pools, Patios and Gardens

ADVERTISING:
Ask the Home Expert Profiles*

SPACE CLOSE: Apr. 28
MATERIALS CLOSE: May 5



FALL/WINTER HOMES

THE LOCATION, LOCATION ISSUE

Real Estate Market Report

ADVERTISING:
Real Estate/Mortgage/Insurance Profiles*

SPACE CLOSE: Aug. 18
MATERIALS CLOSE: Aug. 25

* Indicates special advertorial sections



IZZY HUGGINS

IN EVERY ISSUE

SAVANNAH STYLE

OUR CIRCULATION

Target the right consumers in all the right places with our strategic circulation efforts. Let us bring your message home.

SUBSCRIBERS = 5,300

NEWSSTAND = 4,200

Sold at more than 200 outlets including grocery stores, drug stores and book stores, hospital gift shops, Savannah Visitor Center, Savannah/HHI International Airport, Hartsfield-Jackson Atlanta International Airport as well as many 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 and Bs.

BUSINESS LEADERS = 2,200

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

WAITING ROOM DISTRIBUTION = 760

Provides a captive audience for your advertising message at doctors' and dentists' offices, spas, salons and more throughout our 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 e-newsletter
- Join us in charitable giving
- Ask us about tip-ins, gatefolds, response cards, stickers and more

EVENT PARTICIPATION AND SPONSORSHIPS = 690

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

- America's Second Harvest Jewels and Jeans
- 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
- Rock 'n' Roll Marathon
- Savannah Book Festival
- Savannah Children's Museum
- Savannah Food and Wine Festival
- Savannah Music Festival
- Savannah Tour of Homes & Gardens
- The Southern Women's Show
- Stopover and Revival Festivals
- Taste of Hope
- Telfair Museums events
- Voice Festival
- Wine, Women & Shoes and Beer, Guys & Cigars



BEAU KESTER

AVERAGE READERSHIP PER ISSUE »

63,800

PASS ALONG READERSHIP »

4.05 READERS PER COPY

(National average is 3.25)

AVERAGE PRINT RUN PER ISSUE »

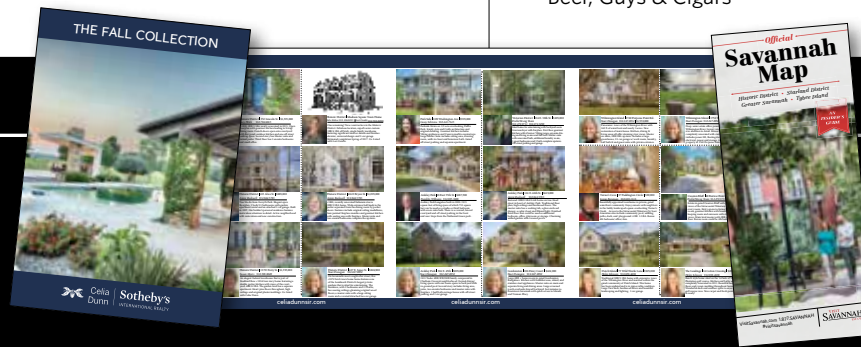
15,750

PAID DISTRIBUTION PER ISSUE »

10,400

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.



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)

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.

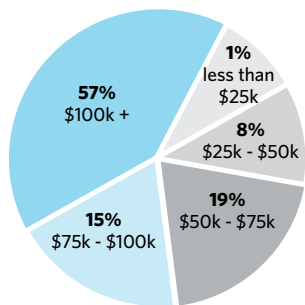
TESTIMONIAL

“I love reading your magazine from cover to cover every time it comes in the mail. Each issue is always filled with wonderful ideas and great articles ... You never disappoint your readers!”

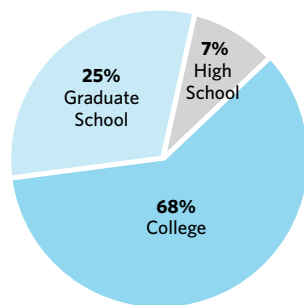
— KATHLEEN YECKLEY

*From Circulation Verification Council Audit, 2016

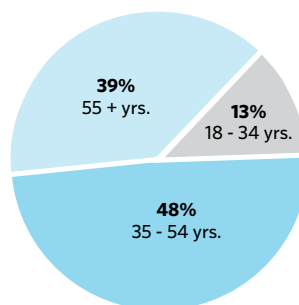
ANNUAL INCOME



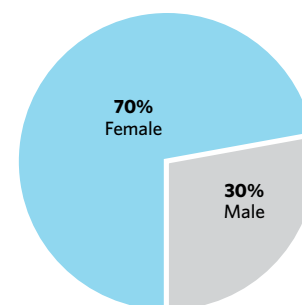
EDUCATION



AGE



GENDER



LIZZY HUGGINS



ANGELA HOPPER

IN EVERY ISSUE

SAVANNAH TASTE

OURSPECS 2017

ADVERTISEMENT	WIDTH	DEPTH
2 Page Spread (Full Bleed)*	18.25"	11.125"
Full Page Bleed*	9.25"	11.125"
Full Page	7.75"	9.625"
1/2 Page Horizontal	7.75"	4.6875"
1/2 Page Vertical	3.75"	9.625"
1/4 Page	3.75"	4.6875"

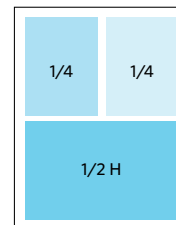
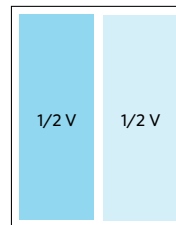
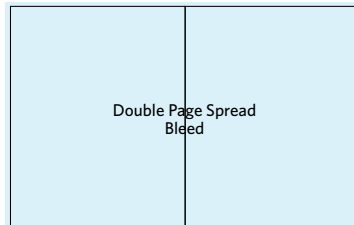
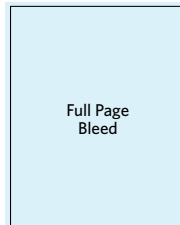
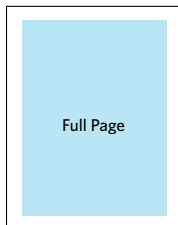
TRIM/BLEED SIZE

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

E-MAIL: 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.

FTP SITE: Ads can also be submitted via our ftp site.

ftp site: [ftp.savannahnow.com](ftp://ftp.savannahnow.com)*
 username: savmag
 password: savmag!

* PC users may upload files using any web browser. Mac users need FTP software (ie. Fetch, Interarchy, Cyberduck, etc.) in order to upload files.

For additional questions, please call (912) 652-0292.



BEAU KESTER

ONLINE SPECS

POSITION	SIZE
Leaderboard	728 x 90 pixels
L Rec	300 x 250 pixels

Acceptable file formats for static ads: .jpg, .gif, .png. File size: 30k. Resolution size: 150 ppi or higher.

Acceptable file formats for Flash or animated ads: .swf. File size: 40k.

All materials must be submitted two business days prior to start date.



RICHARD LEO JOHNSON

IN EVERY ISSUE

SAVANNAH HOMES

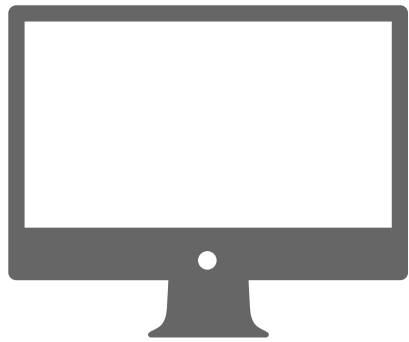
DIGITAL OPPORTUNITIES

SAVANNAHMAGAZINE.COM

SavannahMagazine.com not only offers compelling content that takes you "beyond the story;" it also offers a variety of interactive opportunities for the thousands of site visitors. One of the most popular sections of the site is Savannah Seen where visitors can go to see if they were photographed at one of Savannah's many events!

The screenshot displays the Savannah Magazine website homepage. At the top, the logo "Savannah MAGAZINE" is prominent. To the right are three magazine covers. Below the logo is a navigation bar with links: HOME » WERE YOU SEEN? » FEATURES » BEST OF SAVANNAH » GIVEAWAYS! » MEDIA KIT » SUBSCRIBE!. A blue callout bubble on the left side of the page contains the text "Leaderboard 728x90". Below the navigation bar is a featured section titled "ON NEWSSTANDS NOW: The NEW FRONTIERS Issue" with a "Subscribe Now" button. To the right of this section are social media icons for Facebook, Twitter, Pinterest, and YouTube, along with a search bar. The main content area features three large images: a close-up of a person's face, two women in a shop, and a band performing on stage. Below the first image is a "FASHION" article titled "Taking It To The Streets." Below the second image is a "CULTURE" article. A blue callout bubble on the right side of the page contains the text "L Rec 300x250".

DIGITAL OPPORTUNITIES

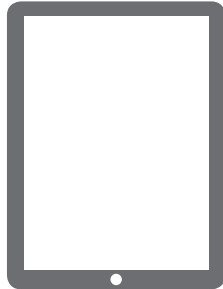


220,000

Total Page Views Annually

10k+

Unique Visitors Per Month



51%

desktop visitors

49%

mobile visitors



18.5k

Monthly Website Views



13.5k

Facebook Followers



9.6k+

E-News Recipients



14k

Twitter Followers



8k+

Instagram Followers

Rates

Leaderboard	728x90 px	\$60/month (Advertiser Rate)	\$85/month (Non-Advertiser Rate)
L Rec	300x250 px	\$50/month (Advertiser Rate)	\$75/month (Non-Advertiser Rate)

**All prices are base prices and are subject to change.*

SAVANNAH AFTER HOURS: SAVANNAH MAGAZINE'S E-NEWSLETTERS



Ad Space
196x285

WEEKLY EVENTS E-NEWSLETTER

This must-read, weekly e-newsletter gives Savannahians the inside scoop on the events happening around town. It offers advertisers the opportunity to deliver their message directly to the reader's inbox. All materials must be submitted two business days prior to e-newsletter date.

Right rail ad » \$200



Image
385x255

Ad Space
196x285

SPONSORED E-NEWSLETTERS

Deliver your unique advertising message in this targeted e-newsletter. Includes an image, up to a 150-word message and two right rail ads. All materials must be submitted two business days prior to selected e-newsletter date. For instructions on sending production-ready files, contact your account executive.

Sponsored e-newsletter » \$995

PURCHASE LOCATIONS

SAVANNAH AREA

Apollo Pharmacy
Barnes and Noble
Bay Camera Company
BiLo
2 Locations*
BleuBelle Boutique
Byrd Cookie Co.
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
The Gate
Hyatt Regency Gift Shop
Jones Red & White
Kroger
9 Locations*
La Paperie
Lowcountry Wallcoverings & Design
Lucky's Market
Memorial Health Gift Shop
Merry Times
Paradies Shops @ Savannah Airport
Parker's Market
Publix
6 Locations*
Quick Stop
Salt Table
2 Locations*

Savannah Bee Company
3 Locations*
Savannah Coffee Roasters
2 Locations*
Savannah Market
Savannah Secret Gardens
Shop the Fox
Smith Brothers Butcher Shop
St. Joseph's Hospital Gift Shop
Target
2 Locations*
Village Walk Pharmacy
Visitors Center Gift Shops
Wal-Mart
6 Locations*
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
Wal-Mart
3 Locations*
Waldenbooks
7 Locations*

* See website for details

TESTIMONIAL

“Beautiful to look at.
Fascinating stories
and luscious advertising.
I wanted to devour it all.”

—Judges' comments, Georgia
Press Association 2014
(Winner in Magazine category)



IZZY HUDGINS