



2018 MEDIA GUIDE



Decatur Living magazine, launched in July 2006, is the premier publication for Decatur, Druid Hills, Candler Park, Lake Claire, Oak Grove, and Avondale Estates. It has quickly become a “must read” for great local content and community information. Our goal for this publication is to provide a hometown magazine with award-winning design, style and writing, to the area’s most affluent households.

CONTENT AND CHARACTERISTICS

Decatur Living is a lifestyle publication designed to present readers with interesting and useful information ranging from local healthcare news to the latest in home interior design trends. The breadth of topics, coupled with local focus and flare, gives readers a valuable and enjoyable read. Our ability to provide area-specific content with spotlights on local businesses connects our readers with area advertisers like never before. When you take our highly relevant content and present it with eye-catching design, the results are positive for everyone.



CIRCULATION AND DISTRIBUTION

Our readers are typically between the ages of 35 and 55 and are married with children. They have an average annual household income in excess of \$100,000. No other publication in Decatur or Druid Hills reaches this type of high-income reader. Decatur Living has a circulation of over 14,000 copies. More than 12,000 copies are direct-mailed to high-income households, and the remaining copies are made available to newcomers and residents across the area in high readership outlets such as physicians’ waiting areas, retail locations, restaurants, chambers of commerce and libraries.

Associate Publisher

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Account Executive

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Production Services

PO Box 2589
Decatur, GA 30031

DECATUR LIVING FEATURES:

- Full-color format
- Award-winning editorial and design
- Glossy magazine paper stock
- Coffee table appeal

ADVERTISING RATES

| SIZE | 4X | 3X | 1X |
|-----------|-------|-------|---------|
| Full Page | \$895 | \$995 | \$1,150 |
| 1/2 Page | \$495 | \$550 | \$640 |
| 1/4 Page | \$270 | \$300 | \$330 |

Multi-publication discounts are available.

PREMIUM POSITIONS

| LOCATION | 4X | 3X |
|--------------------|---------|---------|
| Back Cover | \$1,250 | \$1,400 |
| Inside Front Cover | \$1,045 | \$1,145 |
| Page 3 | \$1,045 | \$1,145 |
| Fly Page | \$995 | \$1,095 |
| Inside Back Cover | \$995 | \$1,095 |

All rates shown are net and are per issue.
All ads include four-color process.

BUSINESS SPOTLIGHTS

| LENGTH | 1X |
|-----------|---------|
| 2 Pages | \$1,995 |
| 1.5 Pages | \$1,650 |
| 1 Page* | \$1,250 |

A limited number of business spotlights will be sold each issue. Price includes a professional writer.

* 1 Page Business Spotlight does not include professional photography. A professional photo shoot is available for \$150.

ADVERTISING SUBMISSION GUIDELINES

When supplying images and/or logos for use in a story or ad, please follow these guidelines to ensure successful reproduction.

GUIDELINES

- Build your ad as CMYK since no PMS matches will be available.
- Convert text to curves whenever possible.
- Supply all fonts (both printer and screen) and supporting graphics files.
- All photos and line art should be TIFF or EPS format.
- Images must have a minimum resolution of 300 dpi.
- When designing a full-page ad, make sure that all text is 0.5" within the trim size and add a 0.125" bleed to your design.
- Magazine Dimensions—Magazine Trim Size: 8.375" x 10.75"
Magazine Bleed Size: 8.625" x 11"

ACCEPTED FILE FORMATS

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, EPS file created using a Postscript print driver, and high resolution (300 dpi minimum) PDF to size.

SUBMITTING ELECTRONIC FILES

You can submit materials on a disk per specifications detailed above. Please note that materials are not returnable. Include a hard copy proof of your ad for comparison purposes. Mail or deliver disk to: PO Box 2589 Decatur, GA 30031.

You can e-mail files not larger than 5 MB to bocdesign@me.com
Larger files can be submitted to our online dropbox at:

<https://spaces.hightail.com/uplink/BOC>

AD APPROVAL

Please provide an e-mail address so that we can send your ad proof for review. If you have trouble opening the file, you can download free software to view your ad at www.adobe.com/acrobat and click on the free Adobe Reader software link. We will fax the ad proof to you, if you prefer. Please verify the accuracy of contact information represented in your ad, such as phone numbers, Web sites and addresses. Approval or minor revisions can be noted in a return e-mail, or by fax or phone.

2018 Advertising Deadlines

| ISSUES | AD SPACE | ART WORK DEADLINE |
|------------|------------|-------------------|
| Spring 18 | January 10 | January 16 |
| Summer 18 | May 15 | May 22 |
| Fall 18 | August 24 | August 31 |
| Holiday 18 | October 26 | November 2 |

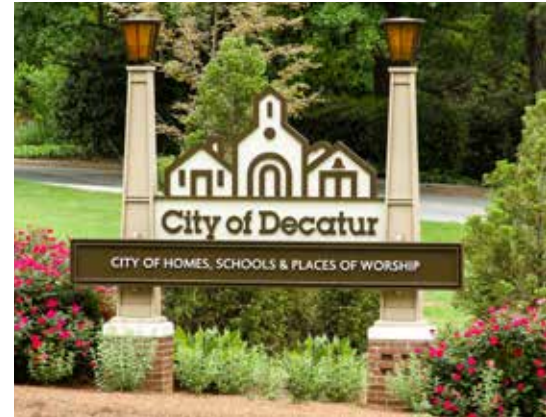
ADVERTISING SIZE SPECIFICATIONS

FULL PAGE: Trim size 8.375 x 10.75
Bleed size 8.625 x 11
Live area 7.875 x 10

Half Page
Horizontal: 7.375 x 4.5

Half Page
Vertical: 3.5 x 9.5

Quarter
Page: 3.5 x 4.5



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