

Savannah[®]

MAGAZINE



PHOTO BY MICHAEL SCHALK

• 2024 MEDIA KIT •

STRATEGIC BRANDING OPPORTUNITIES / **DIGITAL**

Digital Advertising & Agency Services

Connect with Savannah magazine's engaged digital audience through strategic custom digital content, email marketing and social media. Expand your audience reach in Savannah and beyond through our award-winning digital marketing agency that offers a full suite of display advertising and digital marketing services.

DISPLAY CAMPAIGN ON SAVANNAHMAGAZINE.COM

- Banner ads on savannahmagazine.com

PROGRAMMATIC NETWORK DISPLAY CAMPAIGN

- Targeted banner ads & retargeting on a host of sites

SOCIAL MEDIA MARKETING

- Paid Partnership Posts and Stories through @savannahmagazine
- Facebook & Instagram ad campaign services

EMAIL MARKETING

- Dedicated newsletters
- Display ads on Savannah magazine's branded weekly newsletter

SPONSORED CONTENT

- Digital native advertising
- Custom branded sponsored content campaigns

MICROPROXIMITY & DEVICE ID TARGETING

- Target specific devices
- Target current specific locations

PRE-ROLL VIDEO & STREAMING

- Skippable & Non pre-roll video
- Programmatic Video Advertising through Connected TV, Full Episode Player & on-demand inventory

SEARCH ENGINE MARKETING

- SEM and Pay Per Click

SEARCH ENGINE OPTIMIZATION

- Show up in relevant search categories

Strength in Numbers

55.8k+

Social Media Followers

3 million+

Annual Reach

140.2k+

Total Reach per month

53.9k+

Print readership per issue



10.5k+

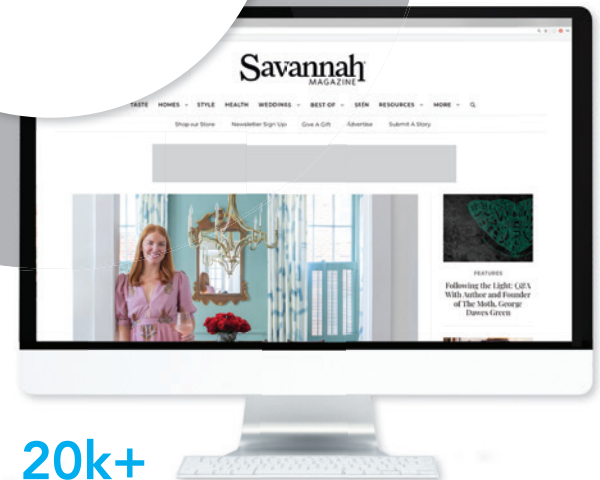
Newsletter Recipients

36%

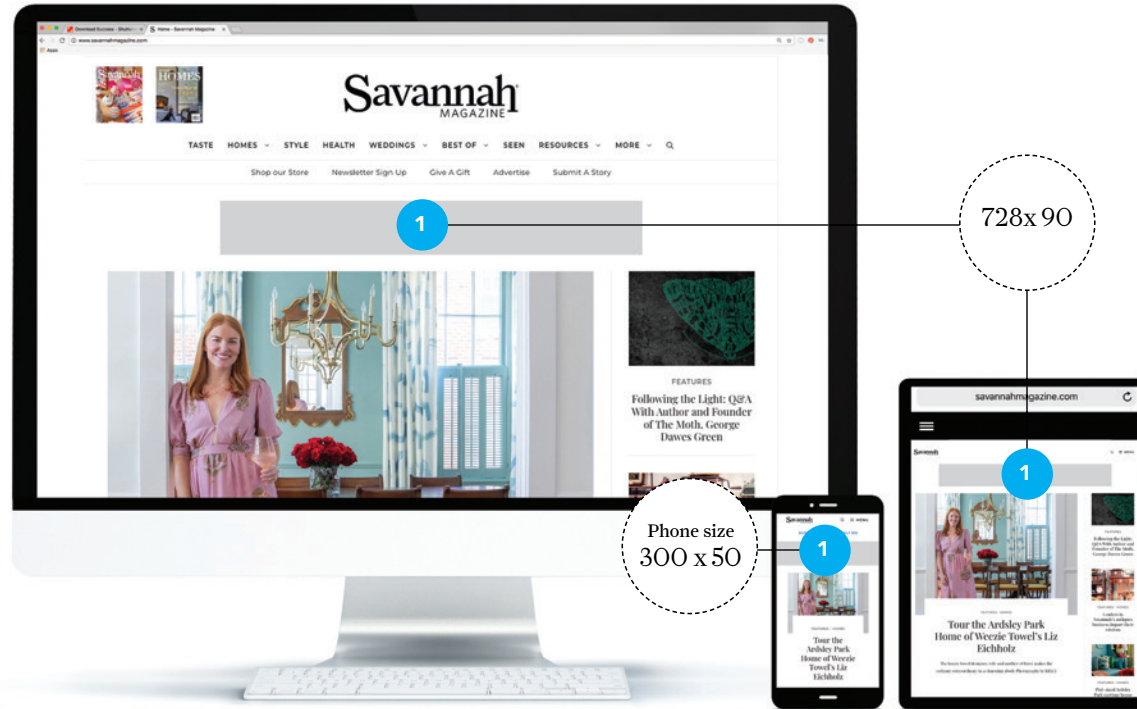
Average Open Rate

20k+

savannahmagazine.com views per month



ONLINE CONTENT



240,000+

Total page views annually

20k+

Website views per month

61.3%

Mobile visitors

36.2%

Desktop visitors

2.5%

Tablet visitors

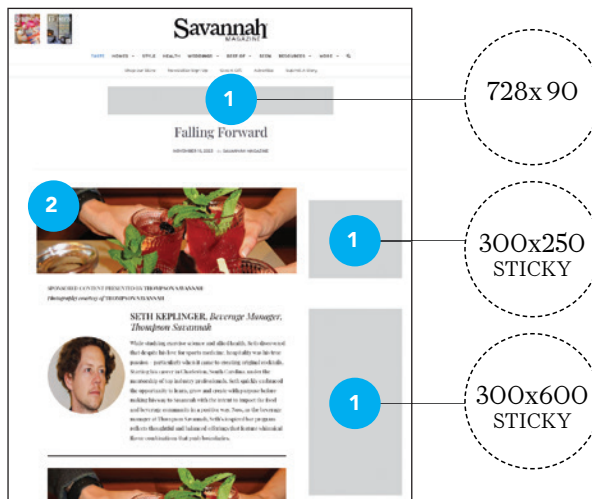
1 ROTATING DISPLAY ADS

Display ads rotate between all locations on savannahmagazine.com

SIZE: 728 x 90 banner, 300 x 50 mobile banner, 300x250 and 300x600 side-rail sticky; 72 dpi

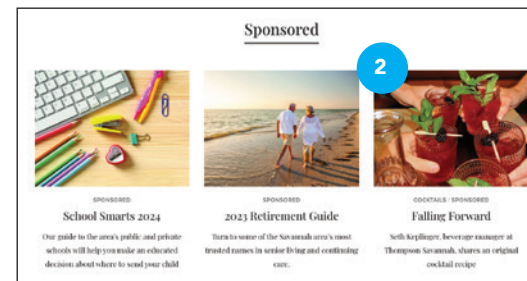
\$300 / MONTH

Ask your account executive about special rates for new businesses.



2 SPONSORED CONTENT

SUBMIT: 150-300 words, 1 main image (150 dpi) and 2-3 secondary images (150 dpi). Content will be edited for grammar, clarity and AP Style. Content writing available for \$150.



Sponsored posts can be upgraded to include social media posts. For packaging discounts, consult with your account executive.

DEADLINE: All materials must be submitted five business days prior to publish date.

\$995

NEWSLETTER CONTENT




10.5k+
Newsletter
Recipients

3


ENHANCED SPONSORED CALENDAR LISTING

Your calendar event will include 600 px horizontal image plus limited text noting date, place and short event description.

\$650



Check Out These Local Events!



Saturday, Sept. 9
Sponsored
Roots & Rivers Festival
Oyster Factory Park, 63 Wharf St. | Bluffton, South Carolina
Live entertainment, vendor marketplace, food trucks and more!
[MORE INFO](#)

Through Sept. 7: [Chromatopia Presale and Artist Reception Benefiting Maui Strong Fund at Location Gallery](#)

Sept. 7: [United Way of the Coastal Empire's 2023 Campaign Kickoff at the Savannah Convention Center](#)

Sept. 7: ["Candlelight: A Tribute to Adele" at The DeSoto Savannah](#)

Sept. 8: [Phil the Neighborhoods – Gordonston at Juliette Low Park](#)


Sept. 8: [Grand Opening Celebration and Ribbon Cutting at HOTWORX Sandfly](#)

Sept. 8: [Grand Opening Party at Broad Street Interiors](#)

Sept. 9: [Shindigs Savannah Presents Tango on Tybee](#)

Sept. 9: [Patriot Day Run](#)

Sept. 9: [It Takes Two Music Festival at Starland Yard and Two Tides Brewing](#)



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NEWSLETTER BANNER AD



Savannah
MAGAZINE



Savannah
SPONSORED



SAVANNAH COLLEGE OF ART AND DESIGN PRESENTS
'Taylor Swift: The Eras Tour' Special Screening Event
7 P.M. SATURDAY, JAN. 13

The Savannah College of Art and Design celebrates 45 Years of Star Power and the kick off of the 2024 Winter Quarter with a dynamic screening event of the blockbuster film "Taylor Swift: The Eras Tour" at 7 p.m. Saturday, Jan. 13, at the Lucas Theatre.

The cultural phenomenon continues on the big screen! Immerse yourself in this once-in-a-lifetime concert film experience with a breathtaking, cinematic view of the history-making tour.

Featuring themed drink and concessions specials, giveaways, friendship bracelets, a photo booth, and special introduction from SCAD alumni who worked on the film, come see your favorite tunes out at this special screening event. The screening will feature the original theatrical version of the film.

TICKETS
\$19.99 — general public
\$13.13 — SCAD Card holders, students, seniors, and military

For more information or to purchase tickets, click the button below to visit the event page.

[INFO & TICKETS](#)

Savannah magazine delivers a weekly editorial-focused newsletter introducing content, events and more. With up to three ad space opportunities, our advertisers can deliver their message directly to the reader's inbox.

SIZE: 640 x 166, 72dpi

DEADLINE: All materials must be submitted five business days prior to publish date.

\$200

5

SPONSORED NEWSLETTER

Deliver your unique advertising message in our sponsored newsletter with custom imagery and text.

SIZE: 600 x 1,000, 72 dpi
OR

WE BUILD IT: Send one large horizontal image (any aspect ratio, minimum 150 dpi and minimum width of 1,200 pixels), headline, 100 to 200 words, suggested subject line and click-through url. Our digital design team will build it for your review and approval.

DEADLINE: All materials must be submitted five business days prior to publish date.

\$995

SOCIAL MEDIA

As one of the fastest growing industries in the world, social media is an opportunity you can't afford to miss. Now, you have the ability to partner with Savannah magazine and our flood of digital readership.

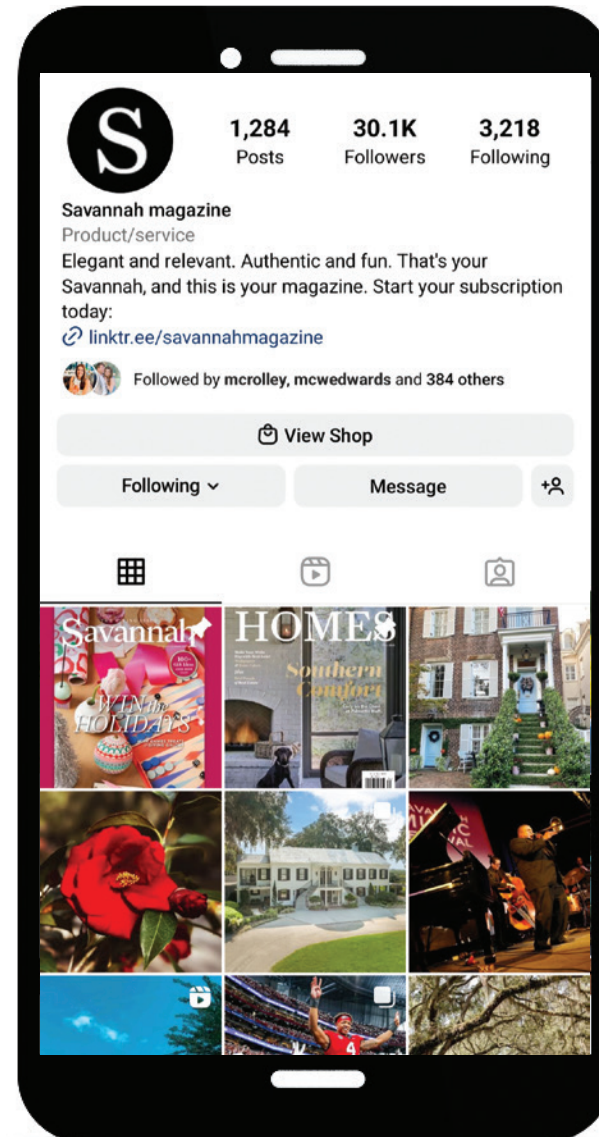
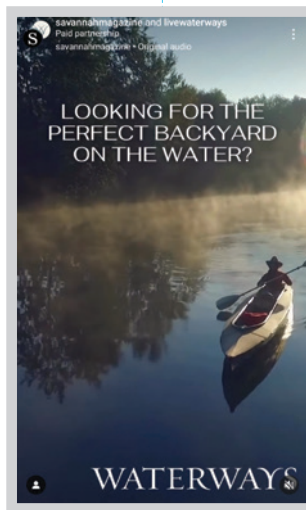


You have the opportunity to include a custom message, photo or a unique link to drive traffic to your online content.

6 PAID PARTNERSHIP POST

Provide the copy you would like included along with any tags and a selection of up to 5 images to pull from. Facebook recommends the text to be 125 characters or less. Instagram captions can be up to 2,200 characters long and can contain up to 30 hashtags. Another option to drive engagement — make it a giveaway!

\$400



30k+
Instagram
Followers



26k+
Facebook
Followers

Understand the benefits and features of our digital products



DISPLAY

Deliver a targeted message

An effective way to promote brand awareness, these banner ads appear on websites across mobile, desktop and laptop devices. Coupled with programmatic targeting, they are an effective way to deliver your message to a precise audience.



DEVICE ID

Target customers on their specific devices

Monitor the location information associated with prospect devices and leverage that data by targeting consumers or their devices based on where they have been and where they live.



MICROPROXIMITY

Target prospects based on their current physical location

Identify specific commercial locations where ideal target audiences are located and turn these audiences into targetable data segments.



EMAIL

Effective email marketing

Our database has more than 200 million consumer and business emails allowing you to reach a customer's inbox.



PPC / SEM

Be seen at the righttime

Search Engine Marketing and Pay Per Click is away to drive leads at the bottom of the funnel conversions. Be sure to be in front of your customers when they are actively searching for your products. As a Google Premier Partner, we pride ourselves in running campaigns adhering to Google's Best Practices.



SEO

Show up in relevant searches

SEO is the process of getting your business to show up in search categories that are most relevant to your business. We deliver a unique SEO product by implementing strategies throughout the year that focus on all ranking factors with local and organic SEO algorithms.

CAMPAIGNS RUN BY A TEAM OF EXPERTS

QUALITY DATA INVENTORY

TRANSPARENT REPORTING



SPONSORED CONTENT

Ads that feel like articles

Native ads adopt the look and feel of a website's content inviting the viewer to engage them. In-feed and in-article native ads allow the advertiser to immerse their brand within the publisher's site to reach the right user at the right time.



PRE-ROLL VIDEO

Promotional video messages

Pre-Roll Video is as scalable as banner advertising with all of the innovative targeting options but in a more desirable video format. With features such as skippable vs non-skippable, completion rates, viewability and more, video advertising has never been easier for a local marketer.



STREAMING

Reach "cord-cutters" that are not available with traditional TV commercials

Streaming is the combination of Connected TV and Full Episode Player (FEP) streaming or on-demand inventory. This means a commercial can be served across ALL DEVICES, including the big screen.



SOCIAL ADVERTISING

Advertising with social platforms

Ads on Facebook or Instagram maximize reach across both platforms, includes the option of YouTube videos.

Leverage these tried and true bundled packages to *drive sales and new customers* for your business



Our campaign managers put together these packages based on best performance among thousands of campaigns.

Our team of experts will work to optimize continually for the best performance.

DIAMOND \$3,000/MO

- **Display**: 105,000 impressions per month = 105 guaranteed clicks to website
- **SEM** — customized paid search campaign
- **Local One SEO**
- **Geo-fencing** — 40,000 impressions per month — foot traffic report included
- **Social Media** — Facebook/Instagram

PLATINUM \$2,350/MO

- **Display** — 105,000 impressions per month = 105 guaranteed clicks to website
- **SEM** — customized paid search campaign
- **Local One SEO**
- **Geo-fencing** — 40,000 impressions per month — foot traffic report included

GOLD \$1,750/MO

- **Display** — 105,000 impressions per month = 105 guaranteed clicks to website
- **SEM** — customized paid search campaign
- **Local One SEO**

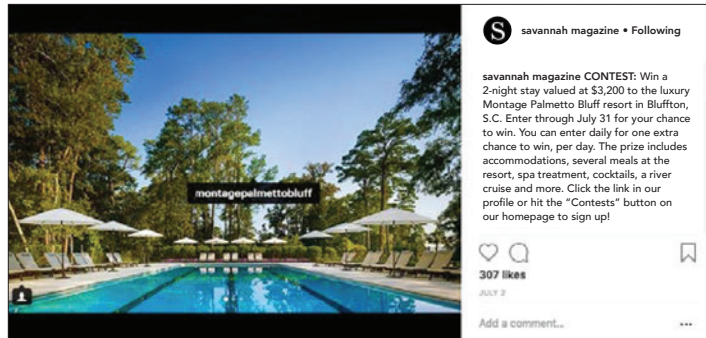
SILVER \$1,450/MO

- **Display** — 68,750 impressions per month = 68 guaranteed clicks to website
- **SEM** — customized paid search campaign
- **Local One SEO**

BRONZE \$750/MO

- **Display** — 68,750 impressions per month = 68 guaranteed clicks to website
- **Local One SEO**

**6-month minimum commitment required on all packages.*



ENTER TO WIN A TRIP TO THE LUXURIOUS

Montage Palmetto Bluff

IN SOUTH CAROLINA

Set in Bluffton, South Carolina, Montage Palmetto Bluff is an outdoor paradise for exploring and making memories. A coastal sanctuary featuring scenic activities including miles of biking and hiking through ancient oaks and kayaking amid native wildlife, the sun-filled days of summer are an ideal time to experience the Lowcountry.

The Savannah magazine contest prize includes:

- Two-night stay in a Lagoon View King Balcony Room
- Dinner for two at Cole's
- Bowling for two at The Boundary Bowling Alley
- Breakfast for two at Buffalo's
- Two bicycles for exploring the property all weekend
- Lunch for two at Fore & Aft
- Choice of: Two 60-minute Hydrafacials OR an hour of sporting clips and instruction at the Palmetto Bluff Shooting Club for two
- Dinner for two at Octagon Porch
- Two rounds of evening cocktails for two at Octagon Bar & Gathering Place or River House Lounge
- Breakfast in Bed with In Room Dining
- Scenic Cruise on the May River aboard Grace

A \$3,200 VALUE!

Enter to win July 1-31 at SAVANNAHMAGAZINE.COM/MONTAGE

Montage Palmetto Bluff Savannah MAGAZINE

Partner Contest Campaign.

Promote your brand and grow your email database through a unique, interactive contest. Reach our engaged audience through four touchpoints – print, online, social media and email – through this one-month campaign.

CONTEST CAMPAIGN INCLUDES:

- One (1) full-page ad in one issue of Savannah magazine promoting the contest (custom-designed by our in-house team)
- One (1) full-page ad in one issue of Savannah magazine promoting your business (camera-ready artwork provided by client)
- One (1) dedicated sponsored web page promoting the contest
- Custom contest hosted through Savannah magazine's interactive contest platform
- Two (2) run-of-site display ads featuring the destination and contest on savannahmagazine.com
- One (1) dedicated e-blast sent to 10.5k+ subscribers promoting contest and partner
- Two (2) e-newsletter mentions of the contest during campaign
- Social media campaign across Savannah magazine's verified Facebook and Instagram platforms
- Partner receives all email addresses collected during the contest promotion period

SPECS:

- Prize description and terms and conditions (150-200 words)
- Logo
- 5 high-resolution images

PRICING:

- 1-month integrated print + digital contest:

\$5,500



53,900
Readership
per issue



30k+
Instagram
Followers



26k+
Facebook
Followers



10.5k+
Newsletter
Recipients



20k+
savannahmagazine.com
views per month