

Savannah[®]

MAGAZINE



PHOTO BY PETER COLIN MURRAY

• 2024 MEDIA KIT •

STRATEGIC BRANDING OPPORTUNITIES / PRINT

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.



FOUR SAVANNAH HOMES ISSUES

SPRING, SUMMER, FALL AND HOLIDAY/WINTER HOMES: Each one of our four 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 70 categories.

A Local Brand with Global Reach

Print: With 11 issues a year under three different magazine titles, *Savannah* magazine, *Savannah Homes* and *Southern Coastal Weddings* offer countless ways to tailor your advertising.

Email: Our free weekly newsletter reaches more than 10,500 opt-in subscribers.

Web: Our website receives 20,000 page views per month with its featured content, event photos, resource guides and more.

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

Social Media: Across Instagram and Facebook, our audience exceeds 55,800 people, with an annual reach of more than 3 million.



PHOTO BY MICHAEL SCHALK

34 YEARS
SUPPORTING THE
LOCAL ECONOMY

81 AWARDS
FOR INNOVATION
AND EXCELLENCE



PHOTO BY MICHAEL SCHALK

2024 CALENDAR

JAN/FEB



Space close: 11/27/23
Materials due: 12/4/23

THE FAMILY ISSUE

Get to know Savannah's literary side; local pet rescues; school choice.

Health: Family Well-being

Advertising:
School profiles*
Veterinarian/pet care*
Business profiles*
Summer camps

MAR/APR



Space close: 1/5/24
Materials due: 1/12/24

THE SHOP, DO, DINE LOCAL ISSUE

Explore Savannah around the clock — from breakfast with the early risers to the night shift with the locals who keep the city buzzing after dark.
> Best of Savannah and Best of Doctor ballots
> Submissions open for So Savannah Photo Content

Health: Dentistry

Advertising:
Chef/caterer profiles*

MAY/JUNE



Space close: 3/11/24
Materials due: 3/18/24

THE LEADING LADIES ISSUE

These trailblazing women are making a name for themselves in Savannah and beyond.

Health: Women's Health

Advertising:
Women in business*

JULY/AUG



Space close: 5/13/24
Materials due: 5/20/24

THE LIFE ON THE WATER ISSUE

Highway 80 hidden gems; Celebrating sharks; Our second annual "So Savannah" photo contest.

Health: Health and Wellness Supplement

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

SEPT/OCT



Space close: 7/15/24
Materials due: 7/22/24

THE BEST OF SAVANNAH ISSUE

500+ winners from our reader's choice ballot results. Plus: Experience spooky season in Savannah.

Health: Best of Doctors

Advertising:
Best of Savannah
Best of Doctors

NOV/DEC



Space close: 9/16/24
Materials due: 9/23/24

THE GIVING ISSUE

Celebrate the season with holiday happenings, festive style and generous giving.

Health: Aging Well

Advertising:
Look Book + Gift Guide
Philanthropic giving profiles*
Retirement living profiles*
Look Your Best profiles*

SPRING HOMES



BEST OF HOMES

> Reader's choice ballot results

Get to know the top local experts — and the trends they're watching in 2024.

Advertising:
Best of Homes

Space close: 2/2/24
Materials due: 2/9/24

SUMMER HOMES



OUTDOOR LIVING

Advertising:
Ask the home experts*

Space close: 4/8/24
Materials due: 4/15/24

FALL HOMES



SEASONAL TRANSITION

Best of Homes ballot

Advertising:
Real estate profiles*

Space close: 8/12/24
Materials due: 8/19/24

WINTER HOMES



HOLIDAY HOMES AND DECOR

Real homes that sparkle and shine extra brightly during the festive season. Plus, tips for decking your own halls.

Space close: 10/7/24
Materials due: 10/23/24

* Indicates special advertorial sections

Target the right consumers

and let us bring your message home.

SUBSCRIBERS | REQUESTED = 7,000

- PAID SUBSCRIBERS = 3,000
- HOTEL AND RESORT DISTRIBUTION = 1,900

Reaches the lucrative tourist marketing through in-room and hostess distribution at resort and boutique hotels and many other upscale inns and B&Bs, including The Andaz Savannah, The Bohemian Hotel Savannah Riverfront, The DeSoto Savannah, Perry Lane Hotel, The Thompson Savannah, The Westin Savannah Harbor Golf Resort & Spa, The Gastonian, The Hamilton-Turner Inn, The Kehoe House, The Marshall House, Planters Inn, Presidents' Quarters Inn, the Ballastone Inn and the Inn at The Ford.

- BUSINESS LEADERS = 2,100

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

ADDITIONAL HIGH-INCOME HOMEOWNERS = 1,500

Reaches affluent homeowners with disposable income.

PROFESSIONAL OFFICES AND WAITING ROOMS = 800

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

NEWSSTAND = 2,350

Sold at more than 150 outlets, including boutiques, book stores, grocers, department stores, airport newsstands, pharmacies and other retail locations around Savannah, Pooler, Tybee Island, Richmond Hill, Bluffton, Hilton Head Island and beyond.

VALUE-ADDED OPPORTUNITIES

- Sponsorships, print partnerships and online opportunities
- Sponsor our special distribution efforts
- Sponsor a Savannah magazine event
- Advertise in our Savannah magazine newsletter
- Advertise on savannahmagazine.com
- Join us in charitable giving
- Partner with us on a promotional giveaway
- Ask us about custom inserts, 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 = 600

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

- American Heart Association Heart Ball and Go Red Luncheon
- America's Second Harvest of Coastal Georgia
- American Traditions Competition
- Cure Childhood Cancer
- Downtown Design District Holiday Walk
- Georgia Historical Society
- Historic Savannah Foundation
- Leukemia and Lymphoma Society's Visionaries of the Year
- Ronald McDonald House Charities' Wine, Women & Shoes and Beer, Guys & Cigars
- Savannah Antiques & Architecture Weekend
- Savannah Jazz Festival
- Savannah Music Festival
- Telfair Museums
- Urban Hope
- VOICE Festival
- YMCA Critz Tybee Run
- Other events associated with area nonprofits such as Safe Shelter, Mary's Place and Senior Citizens Inc.



PHOTO BY MICHAEL SCHALK

AVERAGE READERSHIP
PER ISSUE »

53,900

PASS ALONG
READERSHIP »

4.4 READERS

PER COPY

(National average is 3.25)

AVERAGE PRINT RUN
PER ISSUE »

12,250

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

HOW MANY READERS?

53,900 of each issue of Savannah magazine (4.4 readers per copy)
56% keep magazine more than one month

WHO ARE THE READERS OF SAVANNAH MAGAZINE?

68% female
32% male
42% ages 35-54
95% attended college

OUR READERS HAVE MONEY AND SPEND MONEY!

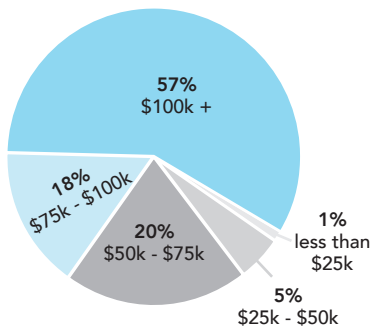
79% frequently purchase products or services from ads seen in Savannah magazine
75% household income more than \$75,000
57% household income more than \$100,000
30% household income more than \$150,000
95% own their own home (*subscriber survey by Georgia Southern University*)

**From Circulation Verification Council Audit, 2016*

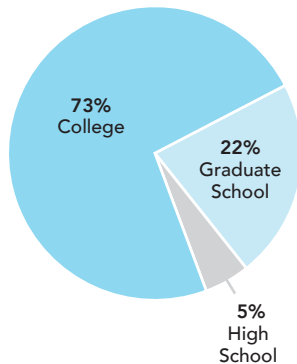


PHOTO BY MICHAEL SCHALK

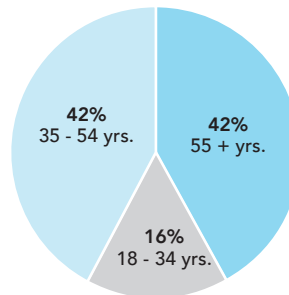
ANNUAL INCOME



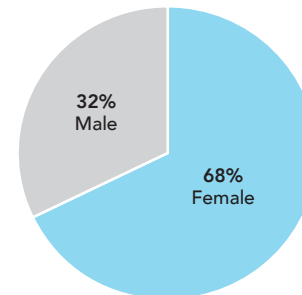
EDUCATION



AGE



GENDER



79%

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 RATES 2024

FOUR-COLOR (per issue)

AD SIZE	1x	3x	6x
Double Spread	3,750	3,050	2,850
Full Page	2,450	2,050	1,850
1/2 Page	1,550	1,350	1,150
1/4 Page	895	795	695

PREMIUM POSITIONS (per issue)

Inside Front	2,995	2,895	2,695
Inside Back	2,495	2,350	2,175
Outside Back	3,295	3,150	2,895
Page 1	2,995	2,895	2,695
Page 2	2,695	2,575	2,395
Page 3	2,695	2,575	2,395
Page 4	2,595	2,475	2,295
Page 5	2,595	2,475	2,295
Page 6	2,595	2,475	2,295
Page 9	2,595	2,475	2,295

PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	MATERIAL CLOSE
Jan/Feb	11/27/23	12/4/23
Mar/Apr	1/5/24	1/12/24
Spring Homes	2/2/24	2/9/24
May/June	3/11/24	3/18/24
Summer Homes	4/8/24	4/15/24
July/Aug	5/13/24	5/20/24
Sept/Oct	7/15/24	7/22/24
Fall Homes	8/12/24	8/19/24
Nov/Dec	9/16/24	9/23/24
Winter Homes	10/7/24	10/23/24

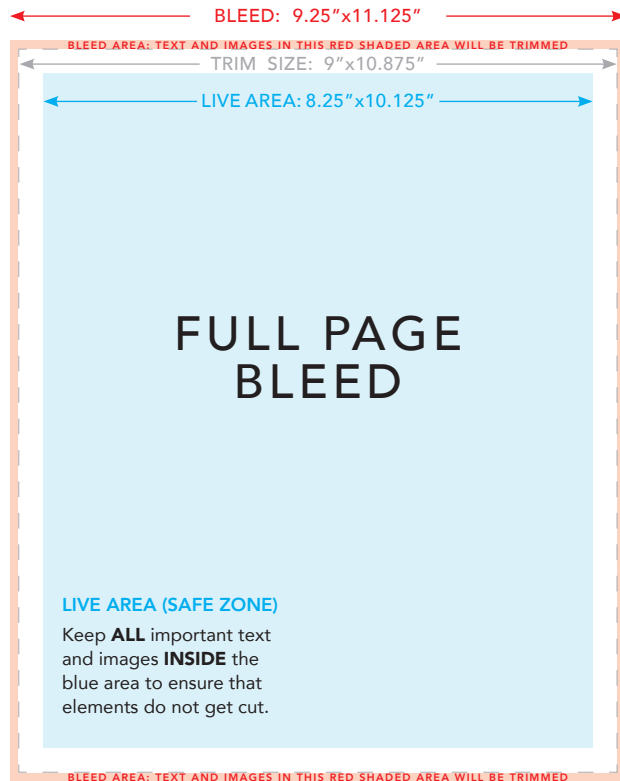
ADDITIONAL DISCOUNTS/CHARGES

- **COMMISSIONS:** 15% commission paid to recognized advertising agencies for electronic files or film that are completely production-ready. 10% discount for production-ready materials.
- **MULTIPLE INSERTIONS:** The first, largest or most expensive ad is at retail rate. Each additional ad is priced at 25% off the rate card.
- **INSERTS:** Rates available upon request for inserting brochures and other printed material into Savannah magazine.
- **ADDITIONAL PHOTO SHOOTS:** will be billed at \$75/hour.
- **GUARANTEED POSITION:** 10% additional charge.
- **PREFERRED POSITION:** on a space-available basis. Please check with your account executive.
- **ADVERTISEMENTS CREATED:** by Savannah magazine art department must be used in our publication before appearing in others. There will be a \$25 minimum charge to supply advertisements to other publications. Larger sizes, multiple scans and other services will incur additional fees.

PROVIDED AT NO ADDITIONAL CHARGE

- Layout and design of advertisement based on information provided by the client at time of ad agreement. After the second revision, additional charges will be billed at \$50 per hour (1/2 hour minimum).
- A photo shoot by a Savannah magazine photographer for 1/2 page advertisements or larger.

OUR SPECS 2024



TRIM LINE

Gray dotted line is the actual cut of the final design.

BLEED

Extend the background of your artwork to the edge of this template if you want your artwork to extend to the edge of your final prints. 0.125 inch bleed on **ALL** sides is our requirement.

ADVERTISEMENT

TWO PAGE SPREAD

Full Bleed:	18.25"	11.125"
Trim:	18"	10.875"

FULL PAGE BLEED

Full Bleed:	9.25"	11.125"
Trim:	9"	10.875"

FULL PAGE (NO BLEED)

WIDTH DEPTH

9.25"	11.125"
9"	10.875"

ONE-HALF PAGE HORIZONTAL

7.75"	9.625"
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ONE-HALF PAGE VERTICAL

3.75"	9.625"
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ONE-FOURTH PAGE

3.75"	4.6875"
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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

Send files to your account executive. 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.**

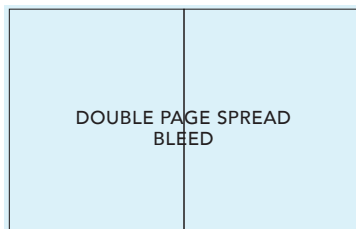
Although we do our best to ensure color accuracy, Savannah magazine is not responsible for incorrect output of color or the color correcting of ads if a color-match proof is not provided.

FILE TRANSFER

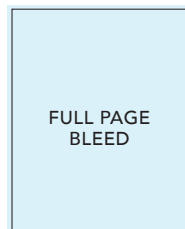
- When using a file transfer website (such as Dropbox or WeTransfer) to submit ads, a low-res pdf proof will be provided to the client to ensure that the correct file is placed in the magazine.
- Send Dropbox files to your account executive.
- Please make the file public so that access will be automatically granted if shared amongst our team.**

DETAILS

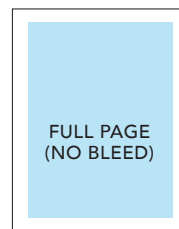
- When creating full-page bleed ads, please do not use any crop or registration marks.
- Ads submitted without sufficient bleed area will be reduced to fit live area.
- We highly recommend that all important information (i.e. text) is kept within the live area.** If text or other important information is outside the live area, we are not responsible if it is left out.



DOUBLE PAGE SPREAD
Bleed: 18.25"x11.125"
Trim: 18"x10.875"



FULL PAGE
Bleed: 9.25"x11.125"
Trim: 9"x10.875"



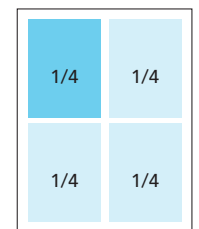
FULL PAGE
(No Bleed)
7.75"x9.625"



1/2 PAGE
(Horizontal)
7.75"x4.6875"



1/2 PAGE
(Vertical)
3.75"x9.625"



1/4 PAGE
3.75"x4.6875"

PURCHASE LOCATIONS

You can find *Savannah* magazine titles at more than 150 outlets, including boutiques, book stores, grocers, department stores, airport newsstands, pharmacies and other retail locations around Savannah, Pooler, Tybee Island, Richmond Hill, Bluffton, Hilton Head Island and beyond.

LOCAL STORES AND BOUTIQUES

Bay Camera Company

Brown Bag Café at Cohen's Retreat

Candler Hospital Gift Shop

Cutter's Point Coffee

Davis Produce

E. Shaver, Bookseller

Ex Libris Bookstore

The Fresh Market

Friendship Coffee Company

The Gate Store

Latitude 32°

Maycrest Hardware

Mrs. Wilkes Dining Room

Parker's Market on Drayton Street

Provisions Wine & Groceries

RT's Market

The Salt Table

Savannah Bee Company

Savannah Market

Secret Gardens

St. Joseph's Hospital Gift Shop

Tapley's Mercantile and Antiques

Village Walk Pharmacy

Whole Foods

MAJOR RETAIL LOCATIONS

(number of locations)

Barnes & Noble (8)

Books-A-Million (6)

CVS (16)

Food Lion (9)

Harris Teeter (3)

Kroger (16)

Publix (24)

Walgreens (13)

CITIES

Distribution in the above and to the left include locations in:

GEORGIA: Albany, Alpharetta, Atlanta, Bonaire, Brunswick, Dublin, Hinesville, Kingsland, McDonough, Metter, Peachtree City, Pooler, Port Wentworth, Richmond Hill, Rincon, Saint Simons Island, Savannah, Statesboro, Valdosta

SOUTH CAROLINA: Beaufort, Bluffton, Charleston, Columbia, Florence, Hardeeville, Hilton Head Island, Mount Pleasant, Murrells Inlet, Myrtle Beach, Okatie, Pawleys Island

FLORIDA: Fort Lauderdale, Ocala, St. Augustine

NORTH CAROLINA: Asheville, Southport

OTHER: Distribution also includes specialty or independent bookstore locations like City News in Chicago; Chicago Main Newsstand in Evanston, Illinois; Bobs News & Books in Fort Lauderdale, Florida; and ABC in Springfield Garden, New York



PHOTO BY KATHERINE IVES

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

