

APPALACHIAN COUNTRY LIVING

THE PREMIER GUIDE TO ARTS, DINING, SHOPPING & EVENTS IN THE NORTH GEORGIA MOUNTAINS AND BEYOND

Appalachian Country Living is a free bi-monthly, full-color magazine that serves as the Insider's Guide to the North Georgia Mountain Region. *Appalachian Country Living* (AC Living) magazine is dedicated to celebrating, promoting and preserving the best of the North Georgia mountains. With features covering the arts, events, restaurants, businesses, homes and cabin rentals as well as the people, food, and history— *Appalachian Country Living* magazine provides entertaining and helpful information for residents and visitors alike. We provide better content and service than any other magazine in the area. Not only do readers look forward to the variety of articles we have, but they save the magazines, bake the recipes and respond to our website. If you don't believe us, just compare us!

Target Audience

Anyone with an interest in the mountain area of Georgia, including full-time and part-time residents, vacationers, those who come to spend a long weekend or those who are here for a simple day trip pick-up, subscribe and read our magazine.

Distribution

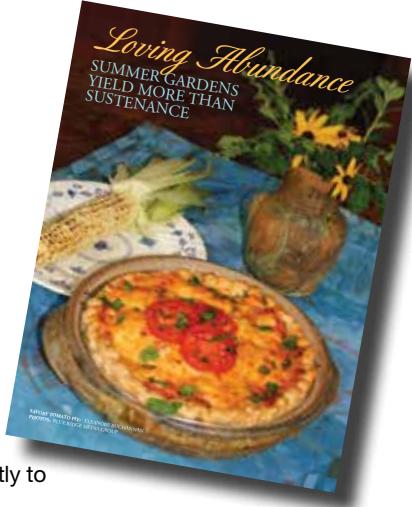
Appalachian Country Living is distributed locally and state wide in over 15 different counties and up and down the 515 corridor. It can be found at the local chambers of commerce, advertising businesses and restaurants in Fannin, Cherokee, Gilmer, Pickens, Union, Towns and Lumpkin County. Our magazine is also available at select Publix

grocery stores in Cumming, Marietta and Roswell. We also offer specific targeted distribution based on each issue's theme. Additional copies are also sent to all Georgia State welcome centers.

Digital Media

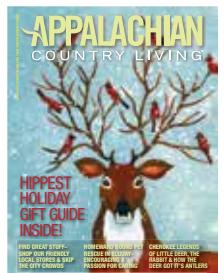
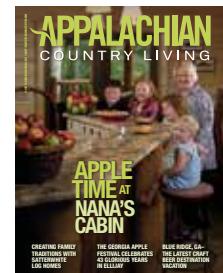
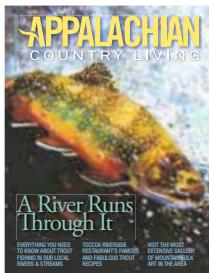
Current issues and past issues of *Appalachian Country Living* magazine are available on-line at www.aclivingmagazine.com as a flip book. The URL printed in your ad is converted to a hyperlink that takes viewers by click through directly to your web site.

Current monthly statistics show 500 unique visitors with each visitor returning 2-3 times and over 10,000 hits per month.



Social Media

The *Appalachian Country Living* magazine Facebook page boasts over 2,250 market targeted "Likes" and is growing with each issue. We regularly promote our repeat advertisers, special events and non-profits through our Facebook page.



DEMOGRAPHICS

- Male: 30%
- Female: 70%
- Age: 35-64
- Attended College: 79%
- Professional/Managerial: 55%
- Median HHI: \$45,676
- Own Home: 65%

CIRCULATION

- Bi-Monthly
- Circulation per issue: 15,000 to 25,000 depending on the season and demand. 20,000 to 35,000 circ with pass along circulation
- Online Readership per issue: Over 500 additional online unique readers per month and growing!

Estimated total Circulation per issue: 26,000 - 41,000

ISSUE	ISSUE HIGHLIGHTS	CLOSING DATES
February/March 2016 Bonus Distribution: <ul style="list-style-type: none">• Metro Atlanta Home Builders & Bridal Shows / Expos• Select Publix Grocery Stores• GA State Welcome Centers	Home Builders/Renovators Spring! Valentine's Day & Spring Getaways <ul style="list-style-type: none">• Home Builders & Renovators Spring Cleaning Guide• Spring Mountain Getaways• PLUS! Valentine's Day!	Space Reservations, Signed Contract & Artwork Due: January 8, 2016 Ad Payment Due: Jan 15, 2016 Target Distribution Date: February 1, 2016
April/May 2016 Bonus Distribution: <ul style="list-style-type: none">• Selected Festivals & Home Tours• Spring Arts in the Park, BR• Select Publix Grocery Stores• GA State Welcome Centers	Spring Festivals Preview & All Things Spring <ul style="list-style-type: none">• The Most Complete Guide to Spring/Summer Festivals & Events!• Arts, Agritourism, Outdoor Events, Cabin Rentals, Home & Garden	Space Reservations, Signed Contract & Artwork Due: March 1, 2016 Ad Payment Due: March 15, 2016 Target Distribution Date: April 1, 2016
June/July 2016 Bonus Distribution: <ul style="list-style-type: none">• Selected Events• Select Publix Grocery Stores:• GA State Welcome Centers• More to be Announced	Summer Fun <ul style="list-style-type: none">• Lake & River Adventures• Summer Events• Great Summer Recipes• More to be Announced	Space Reservations, Signed Contract & Artwork Due: May 1, 2016 Ad Payment Due: May 15, 2016 Target Distribution Date: June 1, 2016
August/September 2016 Bonus Distribution: <ul style="list-style-type: none">• Selected Events• Select Publix Grocery Stores:• GA State Welcome Centers• More to be Announced	Fall Festival Preview <ul style="list-style-type: none">• The Most Complete Guide to North Georgia's Fall Festivals and Events!• Summer Activities Winding Down• More to be Announced	Space Reservations, Signed Contract & Artwork Due: July 1, 2016 Ad Payment Due: July 15, 2016 Target Distribution Date: August 1, 2016
October/November 2016 Bonus Distribution: <ul style="list-style-type: none">• Georgia Apple Festival, Ellijay• Fall Arts in the Park, Blue Ridge• Select Publix Grocery Stores• GA State Welcome Centers	Georgia Apple Time <ul style="list-style-type: none">• Biggest Issue of the Year!• Apple Recipes• GA Apple Festival• Preview: Holiday Festivals, Parades and Santa!	Space Reservations, Signed Contract & Artwork Due: Aug 26, 2016 Ad Payment Due: Sept 15, 2016 Target Distribution Date: October 1, 2016
December/January 2016 Bonus Distribution: <ul style="list-style-type: none">• Holiday Events and Fairs• Select Publix Grocery Stores• GA State Welcome Centers	Holiday Events & Gift Guide <ul style="list-style-type: none">• Holiday Happenings• Entertaining for the Holidays• Shop Local for unique gifts from our talented Mountain Artists• More to be Announced	Space Reservations, Signed Contract & Artwork Due: October 28, 2016 Ad Payment Due: Nov 4, 2016 Target Distribution Date: November 21, 2016

AD SIZE	1 ISSUE PRICE PER ISSUE	3 ISSUES PRICE PER ISSUE	6 ISSUES PRICE PER ISSUE
Front Cover	\$2500	\$2200	\$1800
Back Cover	\$1800	\$1600	\$1500
Inside Front	\$1600	\$1350	\$1200
Inside Back	\$1600	\$1350	\$1200
Page 3	\$1500	\$1200	\$1150
Full Page	\$1250	\$1125	\$995
2/3 Page	\$875	\$790	\$695
1/2 Page	\$690	\$620	\$545
1/3 Page	\$525	\$470	\$415
1/4 Page	\$405	\$365	\$320
1/6 Page	\$275	\$250	\$220
1/8 Page Horz Only	\$225	\$180	\$175
Biz Card Horz Only	\$175	\$150	\$125

Design of Ad included in ad rate!
6X ads may include 1 editorial
at publisher's discretion

**20% discount for
NON-PROFIT organizations**

2016 ADVERTISING CLOSE DATES

Feb/Mar	Jan 8
Apr/May	Mar 1
June/July	May 1
Aug/Sept	July 1
Oct/Nov	Aug 26
Dec/Jan	Oct 28

ALL CLIENT SUPPLIED ADS SHOULD BE 300dpi PDF/ X1a or HIGH RESOLUTION PRESS QUALITY JPEG. THANKS!

