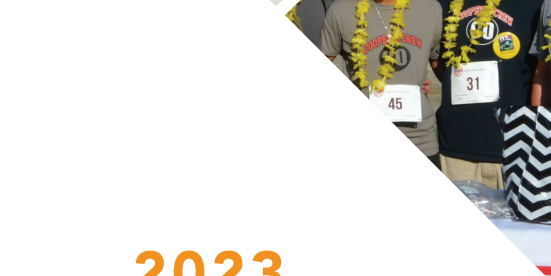


Suwannee
magazine



2023
MEDIA
GUIDE

*Community
Culture
Lifestyle*



DISTRIBUTION

**17,000
- 20,000**
COPIES PER ISSUE

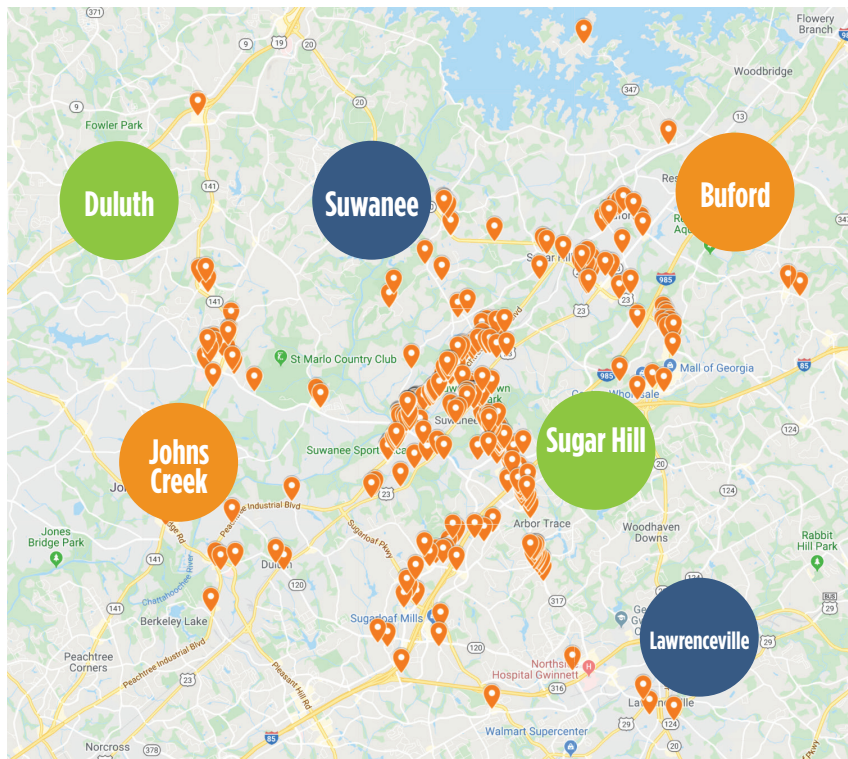
4,800+

COPIES MAILED DIRECTLY
TO NEIGHBORHOODS
INCLUDING THE RIVER
CLUB, RIVERMOORE PARK,
EDINBURGH, ST. MARLOS

430+

DISTRIBUTION POINTS
in Suwanee, Buford, Sugar Hill, Duluth,
Johns Creek, Alpharetta, and Lawrenceville

50,000+ Readership



You don't have to spend the money, time or research
to figure out how to reach your target audience -

WE DO IT FOR YOU!

WE ARE IN OVER 425 DISTRIBUTION POINTS INCLUDING:

- CITY WELCOME PACKETS
- AREA CHURCHES
- LOCAL SCHOOLS
- DOCTORS' OFFICES
- GYMS
- SALONS
- RESTAURANTS
- SHOPS
- LEARNING CENTERS
- HOMES & MORE!

READERSHIP

Suwanee Magazine has a total readership of 50,000+ people and 9,500+ social media followers across multiple media platforms.

Modern, multi-faceted, intellectually aware and intriguing people call Suwanee home. Reflective of the area, Suwanee Magazine is designed to appeal to upper middle class singles and families with busy, upwardly mobile lifestyles. They love the outdoors and are familiar with the latest fashions. They are as comfortable mixing and mingling in area cultural and social scenes as they are taxiing the kids to the next sports practice or birthday party!

GENDER PROFILE
53.4% **46.6%**
MALE FEMALE

MEAN AGE: 42

98.3%
ARE HOME OWNERS

72.9%
HAVE CHILDREN LIVING AT HOME, ANY AGE

86.1%
ARE "GREEN" CONSUMERS

88.7%
SPEND \$100+ WEEKLY AT THE GROCERY STORE

23.5%
DINE IN RESTAURANTS 2+ TIMES PER WEEK

AVERAGE INCOME:
\$108,373

83.8%
HAVE ANNUAL HOUSHOLD INCOME OVER \$75,000

46.5%
HAVE COLLEGE + ADVANCED DEGREES

71% **GARDEN OR PERFORM LAWN MAINTENANCE**

36.3%
ATTEND CHURCH REGULARLY

6,000+
SOCIAL MEDIA FOLLOWERS.

74.5%
HAVE A 401K ACCOUNT

59.4%
OWN TWO VEHICLES

60.6%
HAVE EXERCISED 12+ TIMES AT A HEALTH CLUB WITHIN THE PAST YEAR

56.1%
HAVE LIQUID ASSETS OF \$100K+

22.7%
HAVE LIQUID ASSETS OF \$250K+

46.1%
HAVE VISITED A MAJOR THEME PARK WITHIN THE PAST 12 MONTHS

READER PURCHASING HABITS / PLANS:

MONTHLY

- **81.7%** purchase women's clothing
- **47.8%** purchase men's clothing
- **70.2%** purchase children's clothing
- **28.8%** shop at jewelry stores
- **68.2%** shop in sporting goods stores
- **65.5%** visit bars/night clubs

IN THE NEXT 12 MONTHS:

- **37.4%** plan to purchase a personal computer / equipment
- **18.4%** plan to remodel home
- **36.2%** plan to buy furniture
- **22%** plan to buy glasses or contact lenses

IN THE NEXT 2 YEARS:

- **24.4%** plan to buy or sell a home

TESTIMONIALS

Our advertisers are loyal and believe in the credibility we bring to the table. Check out what some of them are saying...

▶ *"Suwanee Magazine is AMAZING! Having partnered with them for several years now, it is always a pleasure doing business with them. They make advertising a breeze, and the exposure we get from Suwanee Magazine has shown to be well worth our investment month after month. Thank you!"*

- Cathy Hillman, Hillman Flooring & Design

▶ *"Suwanee Magazine is a fantastic community magazine that really captures the spirit of the City. Well read by the residents and has been a valuable part of our advertising/marketing outreach."*

- Michael Barrows, Atlanta Flooring & Design Centers, Inc.

▶ *"Suwanee Magazine is a fantastic community partner – they add so much value to our community – they not only effectively communicate what is going on, but they do it in a fun, creative way. I look forward to seeing new issues around town! They have a fantastic distribution system. Seriously, you cannot walk into a restaurant in the Suwanee area without seeing their magazines – and even better, you see people reading them! We love Suwanee Magazine!"*

- Denise Brinson, City of Suwanee

▶ *"We have had a lot of response from the exposure and we appreciate the wonderful article!!"*

- Gaye Maughon, Bare Bones Steakhouse

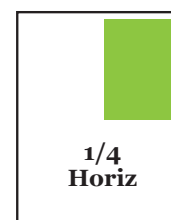
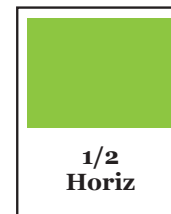
▶ *"Suwanee Magazine provides exceptional coverage of all the best things about our community. The topics and graphics engage interest, resulting in a strategic place to advertise. And, of course, it's a joy working with them!"*

- Margie Asef, Greater Atlanta Christian School

AD SPECS

<i>Specs</i>	<i>Width</i>	<i>Height</i>
Two-Page Spread	16.75" (17" with bleed)	10.875" (11.125" with bleed)
Full Page	8.375" (8.625" with bleed)	10.875" (11.125" with bleed)
1/2 Vertical	3.63"	9.88"
1/2 Horizontal	7.38"	4.79"
1/4 Vertical	2.40"	9.88"
1/4 Horizontal	3.62"	4.79"

Special positions: Regular rates plus 15%, as available. No extra charge on bleed ads (Full Page units only). Gatefolds and inserts available. Call for pricing. Late charge: A late charge of \$90.00 will be assessed to the advertiser if print-ready materials are not provided on deadline. Cancellations: Not accepted after the advertising space reservation deadline below. Advertising of last insertion will be run if copy isn't received by specified closing date.



CALENDAR

Every issue, the staff at Suwanee Magazine creates an engaging mix of stories about living life to the fullest in Suwanee, Georgia - and the people who make our area unique. We have devoted sections pertaining to the best of dining, shopping, music, local personalities, business, industry and everything in between that impacts the Suwanee area and beyond. Each month new businesses emerge, new trends develop, new leaders move to the community forefront and Suwanee Magazine is there to keep you connected! Here's a sneak peek at what's to come for 2023*:

Jan/Feb 2023

- **Health & Wellness Issue**
- **Fitness Guide**

Space Close: Dec. 2

Mar/Apr 2023

- **Camp Guide**
- **Suwanee Beer Fest Guide**
- **Cutest Pup Contest**
- Space Close: Feb. 8

May/June 2023

- **Travel/Adventure Guide**
- **Mother's Day Contest**

Space Close: Apr. 7

July/Aug 2023

- **Food Issue**

Space Close: Jun. 7

Sept/Oct 2023

- **Fall Festivals**

Space Close: Aug. 9

Nov/Dec 2023

- **Holiday 2023**
- **Shopping Guide**

Space Close: Oct. 6

Suwanee Magazine is published 6 times per year. The advertising rates are as follows:

PREMIUM AD RATES

<i>Print Ad Specs</i>	<i>1 Issue Rate</i>	<i>6 Issues Rate</i>
Outside Back Cover	\$3,482	\$3,065 / issue
Inside Front Cover	\$2,779	\$2,446 / issue
Inside Back Cover	\$2,395	\$2,138 / issue
Inside Front Right	\$2,586	\$2,276 / issue

Perforated Insert (*Double Sided Insert - 4"x6"*)

Full distribution - 20,000 copies

Bellyband

(*Outsert wrapped around the magazine - Readers must remove piece before opening magazine - 17"x3.5"*)

STANDARD AD RATES

<i>Print Ad Specs</i>	<i>1 Issue Rate</i>	<i>6 Issues Rate</i>
Two-Page Spread	\$2,995	\$2,795 / issue
Featured Full Page	\$2,499	\$2,294 / issue
Full Page	\$2,300	\$1,950 / issue
1/2 Page	\$1,340	\$1,150 / issue
1/4 Page	\$740	\$640 / issue

POLICIES:

All advertising is subject to acceptance by Suwanee Magazine, which reserves the right to reject copy at its sole discretion at any time prior to publication. The opinions and editorial content of the columnists at Suwanee Magazine are not necessarily the opinions of Suwanee Magazine or the publisher. These columns are pure editorial comment on subjects of the writer's choosing and not edited by the publisher or altered in anyway. Suwanee Magazine will not knowingly publish advertisements, which discriminate on the basis of race, color, sex, sexual orientation, religion, national origin, ancestry, or physical or mental handicap. Suwanee Magazine will make all reasonable effort to see that advertising is published as accepted. However, Suwanee Magazine will not be responsible for any consequential damages resulting from failure to do so. If the ad purchased is not published due to an error or circumstance Suwanee Magazine is responsible for, Suwanee Magazine will refund the full purchase price to the buyer. The advertiser agrees to assume full and complete responsibility and liability for the content (including text representations, illustrations, and copyrights) of any advertisements placed with Suwanee Magazine. Specific placement of the ad is neither sold nor guaranteed, but may be requested. The only exception to this is for the purchase of inside front cover, inside back cover, or outside back cover purchases. The advertiser must notify Suwanee Magazine of any error or omission within 7 working days of the advertiser's ad publication to be eligible for a make good. Make good retractions or corrections will be made on the website. Credit will be given for the first incorrect insertion only. The original copy and instructions must be clear and legible. Suwanee Magazine is not responsible for incorrect copy submitted by the client. Adjustments or refunds will be based on the percentage the error detracts from the effectiveness of the total advertising message, as determined by the Publisher.

CITY BUZZ

1 Photo (up to 150 words) | \$199 / issue

CALENDAR

Event Listing | \$150 / issue

*featured in print calendar, online calendar, monthly e-blast and social media post

AD DESIGN

Ad design is \$150/ad.

Ad design is a courtesy for annual advertisers. If you would like the ad file and permission to use in additional publications, the fee is \$250. Must have written permission to use the ad.

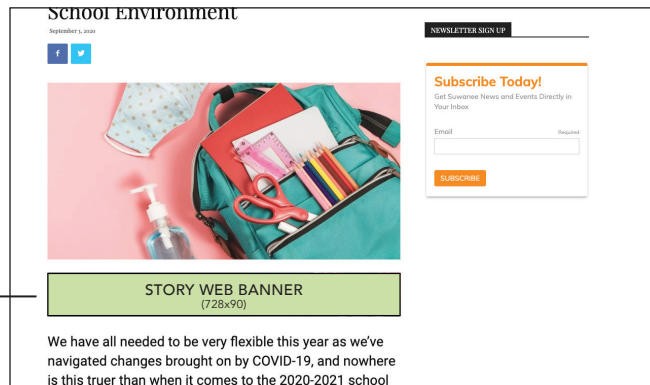
Submit artwork to:

ads@suwaneemagazine.com

DIGITAL ADVERTISING

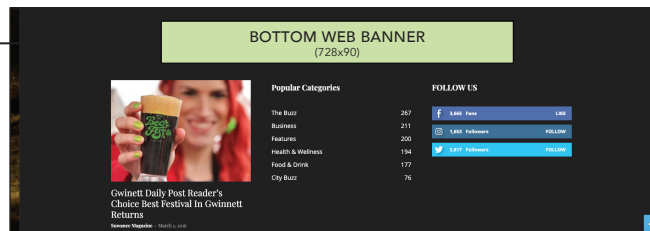
STORY WEB BANNER (728x90) (1 Available)

Includes content or offer promoting your event or business with a link to your website placed on a story page on the Suwanee Magazine website above the article text.....**\$850/mo.**



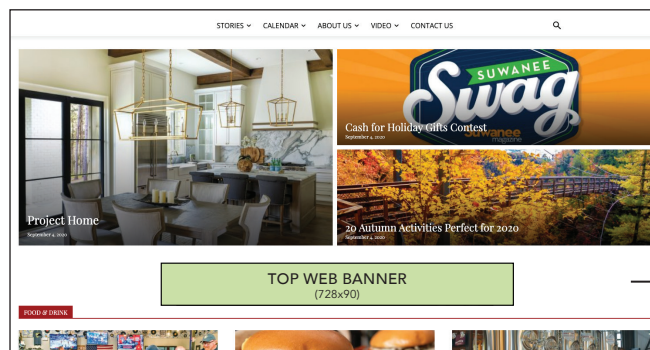
BOTTOM WEB BANNER (728x90) (1 Available)

Includes content or offer promoting your event or business with a link to your website placed above the footer of the Suwanee Magazine website.....**\$250/mo.**



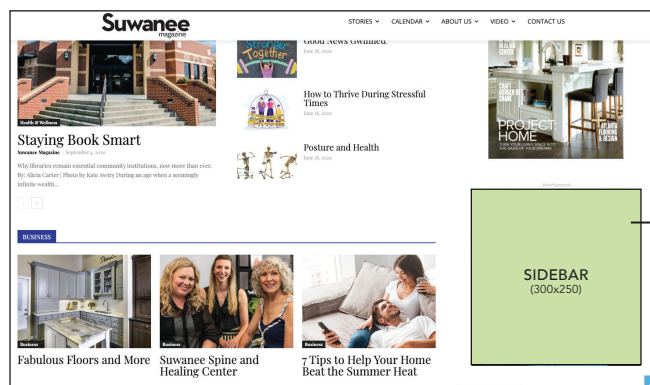
TOP WEB BANNER (728x90) (1 Available)

Includes content or offer promoting your event or business with a link to your website placed at the top of the Suwanee Magazine website below the main header link. The graphic will appear above the fold on the homepage.....**\$350/mo.**



SIDEBAR (300x250) (1 Available)

Includes content or offer promoting your event or business with a link to your website placed on the side bar of the Suwanee Magazine website below the digital issue**\$250/mo.**



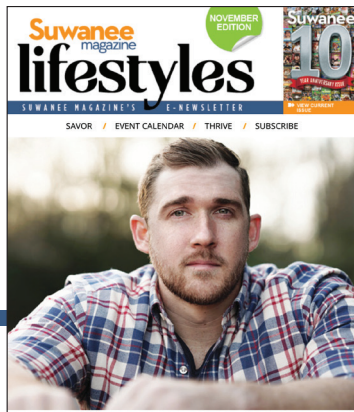
EMAIL MARKETING AD RATE SHEET

SPONSORED FEATURE (1 Available)

Includes 300-500 word web-exclusive article about your business that will be published on SuwaneeMagazine.com. The article will be shared in our monthly e-blast with a photo and snippet of the story with a call-to-action to "Read More" on our website.....**\$850/mo.**

FEATURED EVENT (2 Available)

Includes event name, location, up to 30 word description and link to event listing on suwaneemagazine.com..**\$200/mo.**



Suwanee lifestyles
NOVEMBER EDITION
Suwanee 10th Anniversary
SAVOR / EVENT CALENDAR / THRIVE / SUBSCRIBE

Where are they now?
To celebrate our 10th anniversary, we caught up with some of our favorite people (and a horse) who've graced the cover of Suwanee Magazine.
[READ MORE](#)

LARGE AD (600 X 400)

Good Stewards: North Gwinnett Co-op
North Gwinnett Co-op's recent expansion will allow the nonprofit to help even more people in the community through its food bank, thrift store and other services. [READ MORE](#)

Restaurant Spotlight: Cafe Amico
Suwanee's newest coffeehouse serves up handcrafted coffee drinks alongside a curated breakfast, brunch and lunch menu at Town Center. [READ MORE](#)

Ways to Give Back this Holiday Season
From donation and volunteer opportunities to sponsoring a child in need, there's no shortage of ways to contribute during the most wonderful time of the year. [READ MORE](#)

MEDIUM AD (600 X 185)

Don't Miss These November Events!

9th FEATURED EVENT
Bark for Life
Begins at Sam Town Center Park
For more information, visit relayforlife.org/barkgwinnettga

9th Suwanee Winter Farmers Market
9-11am | Town Center Park
suwanee.com

11th Suwanee Winter Farmers Market
9-11am | Town Center Park
suwanee.com

13th Suwanee Classic Car Show
10am | Town Center Park
ngaa4arts.com

SMALL AD (185 X 142)

16th Christmas Canteen 2019
Through Dec. 23 @ 8pm | Aurora Theatre
auroratheatre.com

ARE YOU FOLLOWING US ON Instagram?

[instagram.com/suwanee](https://www.instagram.com/suwanee)

Suwanee magazine
PUBLISHED BY VEUGELER DESIGN GROUP
554 W. Main Street, Suite 203, Buford, GA 30518
SuwaneeMagazine.com
For ADVERTISING INQUIRES, call 678-482-3228 or email info@suwaneeartsga.com
[CONTACT US](#)

Don't unsubscribe completely unless you would rather not hear about Suwanee Magazine, Suwanee Beer Fest, Suwanee Wine Fest, or Gwinnett Beer Fest. If you no longer want to receive this email series from Suwanee Magazine, just update your preferences by unchecking the box for "Suwanee Magazine."

Sent to 10,000+ email subscribers

- Delivered monthly
- Sent to Suwanee and surrounding area residents
- Deliver impactful messages to consumers
- Premium ad placement

LARGE AD (600 x 400) (1 Available)

Includes content or offer promoting your event or business with link to your website.....**\$499/mo.**

MEDIUM AD (600 x 185) (1 Available)

Includes content or offer promoting your event or business with link to your website.....**\$300/mo.**

SMALL AD (185 x 142) (3 Available)

Includes company name and logo with a link to your website.....**\$150/mo.**

No single medium captures the dynamic of Suwanee and surrounding areas better than Suwanee Magazine!



“The articles show how the people of Suwanee come together and help each other. We are a family, a community and we are there for each other when we need to be through good times and bad times.”

- CAT BROWN



Suwanee
magazine

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suwaneemagazine.com