

365  
Atlanta FAMILY

FAMILY TRAVEL. OUTDOOR ADVENTURE. DATE NIGHT DIVERSIONS.

2017 Media Kit



# 365 Atlanta Family is a digital resource for families who believe that life begins at the end of your comfort zone.

Recently named one of the Top 50 Travel Blogs, we are champions of exploring the great outdoors, seeking out hidden gems, and unearthing the goodness within reach of our home here in the Southeast. We're encouraging families to step out of the comforts of a regularly scheduled life, and tune into an extraordinary adventure.



200K families live in the Southeast's  
largest city, and they look to  
365 Atlanta Family for inspiration:

Family Travel

Outdoor Adventure

*Date Night Ideas*



## Did You Know?

365 Atlanta Family was named one of the  
Top 50 Travel Blogs in the world based on reach.

We are Ambassadors for  
Georgia Tourism and Georgia Aquarium.

As SEO experts, we offer  
Top 100 search results for 73K+ high volume keywords.

Our staff has over 55 years of marketing and PR experience



## An Audience That You Need To Know

75% of our audience resides in Metro Atlanta  
– the 5<sup>th</sup> largest US city

Metro Atlanta includes 203K families  
– 110K have kids under 18 yo

Personal income in Metro Atlanta is well  
above national average – and growing

Atlanta residents have access to the most  
connected airport in the world

...and we have their ear...

# An Audience That Wants To Know You

365,000 Monthly Page Views

251,000 Monthly Unique Visitors

40,000 Social Media Followers

7,000 Newsletter Subscribers

Our readers are affluent men (34%) and women (66%) ages 22-44. They are travel & entertainment buffs and primarily family-focused. And they trust us! How do we know? Our readers come back again and again, our average time on page is over 5 minutes, and our bounce rate is less than 10%





## Looking For The Greatest Atlanta Reach Without The Overhead?

We offer you an audience 10-15x larger other local blogs – with a single contact point  
We provide 3x the reach of Atlanta Parent Magazine’s web and magazine circulation  
Our search traffic volume mirrors AJCaccessATL at a fraction of the cost



# How Can We Work Together?

‘Save The Date ‘ Event Promotions - \$300

‘Products We Love’ Product Promotions - \$300

Giveaway/Newsletter Promotions - \$200

In-Article Event Ads - \$125/wk

Sponsored Posts - \$1200

Winter & Summer Camp Promo – from \$150/yr

As Seen On:



88.5 FM



\*Backlinks cannot be purchased.

\*Partners & Brands must resonate w/our audience to be considered.

\*Sponsorships and Ambassadorship rates available on request

\*Guest Posts from Brands are considered Product Promotions (\$300)