



POWER + LEISURE.

ATLANTA'S #1 MAGAZINE FOR BLACK BUSINESS PROFESSIONALS.

ATLANTA TRIBUNE **30** 
THE MAGAZINE

MEDIA KIT



PUBLISHER'S MESSAGE

As we celebrate our 30th anniversary publishing milestone, I am proud of our ability to evolve from a newspaper focused on disseminating news for the African-American community and perspective to a strategically focused regional business lifestyle magazine over the last three decades. I believe we've been able to thrive because we decided to pick our own special niche and have remained true to our desire to provide the news to an audience of executives and decision makers. We understand that we can't be everything to everybody, and in turn have found an audience that has embraced our mission and our coverage.

As we've become more defined in our editorial focus and presentation, we've also tried to be more innovative.

Of course, as we move towards our next turning point, we'll remain a monthly publication, reaching the same core audience. However, it is our aim to increase our Internet presence and ability to remain at the forefront of giving our readers cutting-edge foresight and analysis of developments concerning the trends and advances in metro Atlanta, national and global business.

— Pat Lottier, Publisher



EDITOR'S MESSAGE

A friend considering a move to Atlanta once asked, "Is it really as conducive to the success of African-American entrepreneurs as 'they' say?" My reply, "it is." Atlanta didn't become a haven of black success, especially for those in business, by chance. For just about 40 years, a steady push has ensued to level the playing field of opportunity for minority- and women-owned companies as well as executives. It was, in part, the very impetus for **Atlanta Tribune: The Magazine's** inception and it undergirds our work today. Over the years, our focus has shifted as the needs of our readership has changed: Going from general news and information about black communities at-large to a keen focus on wealth-building, entrepreneurship, careers and the leisure lifestyle of decision makers. Not only do we consider ourselves a resource for black businesses and professionals in metro Atlanta, we are an advocate. They are our priority.

— Katrice L. Mines, Editor



CIRCULATION
20,000

OCCUPATION

BUSINESS OWNER/ENTREPRENEUR 36.0%
 PROFESSIONAL/TECHNICAL **17.0%**
 MIDDLE MANAGEMENT **11.0%**
 CLERICAL/SERVICE WORKER **5.0%**
UPPER MANAGEMENT/EXECUTIVE 16.0%
 SALES/MARKETING **5.0%**
 TRADESMAN/LABORER **2.0%**
 OTHER **8.0%**

ANNUAL HOUSEHOLD INCOME

\$20,000 TO \$29,999	3.0%	\$100,000 TO \$124,999	17.0%
\$30,000 TO \$39,999	10.0%	\$125,000 TO \$149,999	9.0%
\$40,000 TO \$49,999	10.0%	\$150,000 TO \$174,999	7.0%
\$50,000 TO \$59,999	12.0%	\$175,000 TO \$199,999	4.0%
\$60,000 TO \$74,999	8.0%	\$200,000 TO \$249,999	9.0%
\$75,000 TO \$99,999	9.0%	\$250,000 TO \$299,999	2.0%

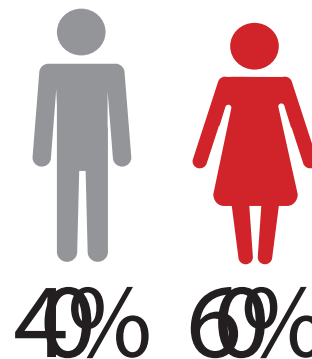
WHO WE ARE

Atlanta Tribune: The Magazine is Black Atlanta's leading source for relevant, thought-provoking news and information on business and wealth building. In print and online, we are your business lifestyle resource enabling you to make the most of your finances, career, community and life beyond.

OUR AUDIENCE

Our audience is progressive, community-involved and culturally aware executives, professionals and entrepreneurs who depend on **Atlanta Tribune: The Magazine** as a resource for growing businesses, advancing their careers, keeping up with technology and building wealth.

GENDER



HOME OWNERSHIP

AGE	PERCENTAGE
21 TO 30	4.0%
31 TO 40	20.0%
41 TO 50	29.0%
51 TO 60	30.0%
61 TO 70	14.0%
71 TO 80	3.0%

MARITAL STATUS

SINGLE	27%
MARRIED	47%
SEPARATED	2%
DIVORCED	21%
WIDOWED	3%

HOUSEHOLD SIZE

1 - 27% **2 - 37%** **3 - 17%** **4 - 15%** **5+ - 4%**



"Words cannot express how good it felt on becoming the 2013 Man of the Year. I truly love this city of Atlanta, the people and my community, so I was especially honored to receive this recognition". I was delighted to do the interview for the Atlanta Tribune magazine because it is a highly respected publication.

Dikembe Mutombo



"I thought your recent issue was exceptional. Usually for space purposes, I tear out articles of interest from magazines and discard the remainder. Well, after I had torn out half the articles of the most recent Atlanta Tribune, I realized I should just keep the whole thing!"

Valerie Jackson
Chairman of the Board

Students Without Mothers is pleased to participate in a marketing partnership with The Atlanta Tribune. The publication's readers are devoted and supportive of the advertisers. We continue to get great response from people who have seen our ad and want to know what they can do to support the organization's efforts.

Mary Torrence
Founder/Executive Director



"The Atlanta Tribune is a rich resource for Atlanta. It's where I go to read about all the great people, businesses and happenings across our wonderful city."

Ceasar C. Mitchell,
Atlanta City Council President



"Whether its new business, developing technology or emerging profiles, **Atlanta Tribune: The Magazine** is at the forefront and edge of Atlanta's dynamic business & lifestyles culture. It is my great pleasure to contribute the Attorney's Corner profiles column each month to **Atlanta Tribune: The Magazine** and to serve on its Advisory Board."

Attorney Brian Poe



The **Atlanta Tribune** is a highly respected and influential publication that we have supported for over ten years. It started with our Georgia Power client who wanted to reach influential African-Americans in an environment that was connected to the African-American business and entrepreneur community. The **Atlanta Tribune** was the partner we needed. Their editorial content is always relevant and educational. And, being selected as a top business in Atlanta by The Atlanta Tribune was quite an honor.

Sarah Lattimer | President
Lattimer Communications



The **Atlanta Tribune** is credible, dependable and a stalwart in the Atlanta community. Not only is it a reliable news resource with the right balance of business, civic and entertainment, but it maintains a talented pool of editors and writers to ensure a flair for the creative. That's a winning combination.

Myrna White
Director, Marketing & Stake Holder
Engagement



"The staff of the **Atlanta Tribune** are very professional and working with them is a delight. They are results-oriented and strive to understand and help us achieve our goals — something I especially appreciate."

Jay Lawrence
Southeast Communications Manager
Wells Fargo



For 27 years, **Atlanta Tribune The Magazine** has been an exceptional advocate for small businesses in metro Atlanta. Through my work with Georgia Power, I have found **Atlanta Tribune** to be a strong partner that has aided our efforts to ensure that we include small and diverse businesses in our supply chain.

Ken Huff
Supplier Diversity Manager
Georgia Power Company





DECEMBER & JANUARY

Lifestyle Issue

Where to live, what to do, travel, food, what to drive, etc.

Plus...

- The Annual Executive Gift Guide
- New Year trends

FEBRUARY

Leaders of the New School Issue

Who's grooming who in the continuing struggle for civil rights/social change

MARCH

The Superwomen Issue

Highlighting the achievements of women in Georgia – past and present.

Plus ...

- Women's Health and Wellness
- Women in Technology
- Annual Women's History Month Coverage

APRIL

The Men of the Year Issue

Plus ...

- Men's Health and Wellness
- Technology for Men

MAY

Young Professionals Issue

An exciting issue dedicated to the growth, learning and development of Atlanta's young executives.

JUNE

Why We Love Atlanta Issue

Various industries that are emerging, booming and creating significant economic impact and interest in Atlanta

Plus ...

- Power Couples
- Annual George A. Lottier Foundation Scholarship Golf Tournament

JULY & AUGUST

Salute to Minority Business Owners Issue

Atlanta Tribune selects some of Georgia's most astute business leaders/owners who make a significant economic impact locally, nationally and globally.

Plus ...

- Emerging Black Businesses: A review of the most innovative black businesses according to growth, tenure, and outreach
- Technology trends
- National Black Arts Festival pre-coverage

SEPTEMBER

Diversity Issue

- The evolution of diversity in the workplace
- Recruiting and retention

OCTOBER

Health Issue

A look at the top health and wellness issues affecting African Americans, and the medical professionals on the front lines.

- Estate Planning

NOVEMBER

The Best of Atlanta Issue

Our readers' choice of the best black-owned businesses in metro Atlanta.

Plus ...

- Higher Learning: Annual Scholarship and Internship Guide
- Continuing Education
- Hall of Fame coverage



Photo credit: SXC for Atlanta cover image



JANUARY

Workplace Diversity Summit

FEBRUARY

How To Do Business With The Braves & Supplier Diversity Expo

MARCH

Superwomen Recognition Reception

APRIL

Moving Your Business Forward Conference Part I

This three part conference series will assist you in determining if you are "Business Ready" as we bring you lively sessions and panels on emerging technology, social media, engagement marketing, supplier diversity, and other small business tools that will move your business to the NEXT LEVEL!

MAY

30th Anniversary Celebration
Atlanta Tribune: The Magazine celebrates three decades of publishing.

Men of the Year Recognition Reception

JUNE

21st Annual George A. Lottier Scholarship Golf Tournament
June 6, 2016

*See "Community Outreach" Page

JULY

Moving Your Business Forward Conference Part II

National Black Arts Festival

AUGUST

30th Annual Salute to Minority Business Owners Event

For three decades Atlanta Tribune: The Magazine has recognized and honored minority-owned businesses. Each August we continue this rich tradition by honoring three minority business owners who are on the rise in Atlanta.

SEPTEMBER

Technology For Business Sake TnT Webinar

OCTOBER

Moving Your Business Forward Conference Part III

Young Professionals Business Exchange

This signature event gives Atlanta's emerging executives and seasoned professionals more than just an opportunity to meet and greet, but also an occasion to make meaningful business connections and associations.

NOVEMBER

2016 Hall of Fame Induction Ceremony

For the 18th consecutive year, Atlanta Tribune and the George A. Lottier Golf Foundation will recognize the achievements of Georgia's most notable individuals.

*See "Community Outreach" Page

25th Annual Gourmet Gents

Hosted by the National Coalition of 100 Black Women of Metropolitan Atlanta Chapter



Rate Card No. 35 through December 31, 2016

COLOR	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Full Page	\$5,000	\$4,500	\$4,200	\$4,000
2/3 Page	\$3,600	\$3,300	\$3,000	\$2,800
1/2 Page	\$3,000	\$2,800	\$2,500	\$2,400
1/3 Page	\$2,000	\$1,600	\$1,500	\$1,400
1/6 Page	\$906	\$800	\$700	\$600

**COVERS AND
 SPECIAL POSITIONS**

**ALL COVERS
 4 COLORS**

**DOUBLE PAGE
 SPREAD 4 COLOR**

BACK COVER

\$5,900

\$9,000

PAGE 2

\$5,600

PAGE 3

\$5,400

PAGE 4

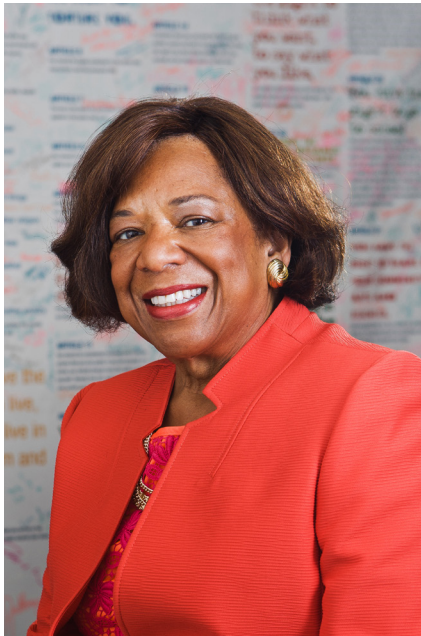
\$5,400

INSIDE BACK

\$5,400



All rates are NET, based on advertiser supplied digital camera-ready materials.



ISSUE	SPACE CLOSING	MATERIAL DUE	ON SALE DATE
FEB 16	JAN 09, 2016	JAN 13, 2016	FEB 1, 2016
MAR 16	FEB 06, 2016	FEB 10, 2016	MAR 1, 2016
APR 16	MAR 06, 2016	MAR 10, 2016	APR 1, 2016
MAY 16	APR 09, 2016	APR 14, 2016	MAY 1, 2016
JUNE 16	MAY 07, 2016	MAY 12, 2016	JUNE 1, 2016
JULY 16/ AUG 16	JUNE 05, 2016	JUNE 9, 2016	JULY 1, 2016
SEPT 16	AUG 07, 2016	AUG 11, 2016	SEPT 1, 2016
OCT 16	SEPT 04, 2016	SEPT 8, 2016	OCT 1, 2016
NOV 16	OCT 08, 2016	OCT 13, 2016	NOV 1, 2016
DEC 16/ JAN 17	NOV 06, 2016	NOV 10, 2016	DEC 1, 2016

See "Camera-Ready Specifications Sheet" for digital specs and further details. Publisher is not responsible for materials submitted outside of the specification guidelines.



TWO PAGE SPREAD – BLEED	17" WIDE BY 11 1/4" DEEP
TRIMMED TO	16 1/2" WIDE BY 10 7/8 " DEEP
FULL PAGE – STANDARD	7" WIDE BY 10" DEEP
FULL PAGE – BLEED	8 5/8" WIDE BY 11 1/4" DEEP
TRIMMED TO	8 1/4" WIDE BY 10 7/8" DEEP
2/3 PAGE (2 COLUMNS)	4 5/8" WIDE BY 10" DEEP
1/2 PAGE (HORIZONTAL)	7" WIDE BY 4 7/8" DEEP
1/2 PAGE (VERTICAL)	4 5/8" WIDE BY 7 3/8" DEEP
1/3 PAGE (1 COLUMN)	2 1/4" WIDE BY 10" DEEP
1/3 PAGE (SQUARE)	4 5/8" WIDE BY 4 7/8" DEEP
1/6 PAGE (VERTICAL)	2 1/4" WIDE BY 4 7/8" DEEP
1/6 PAGE (HORIZONTAL)	4 5/8" WIDE BY 2 3/8" DEEP

PREFERRED MATERIALS

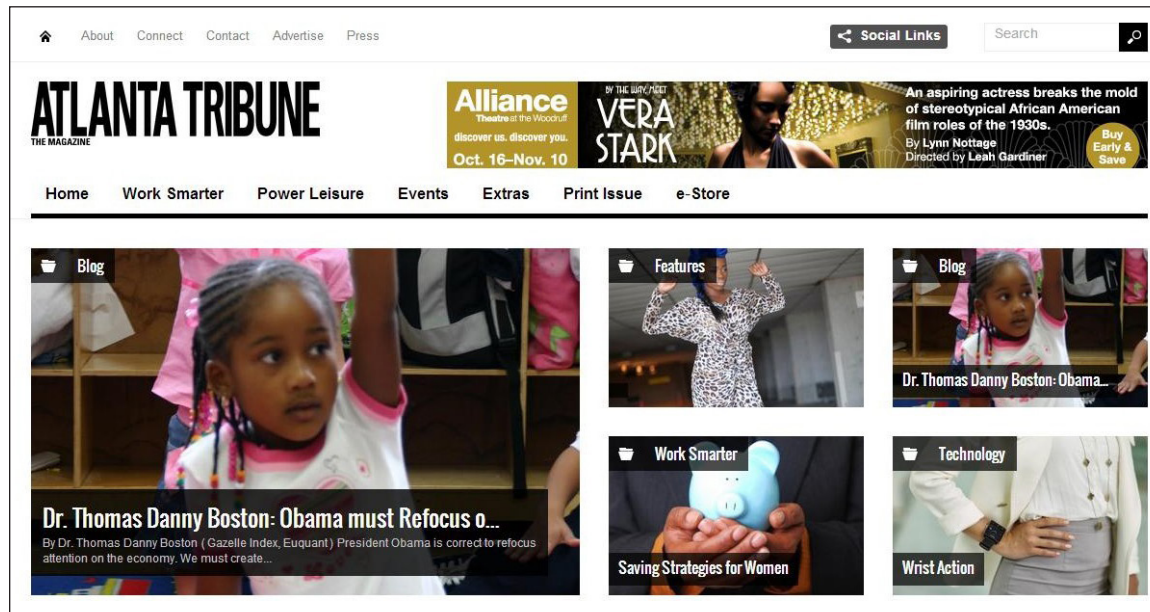
Digital files **MUST** be labeled with: customer name, ad size, date, issue in which ad is to run and contact information. *Specified layout preferences should be indicated with materials.

Graphics **MUST** be a minimum of -300 dpi and formatted as .pdf, .tiff or .eps files.

Quark Version 5 and 6 are the only acceptable source files and must include all supporting fonts and images. All source files must include a high resolution .pdf of a minimum of 300 dpi.

All 4-color material must be accompanied by a 100% size color proof with color bars produced directly from the supplied materials. Materials may be accepted: via CD-ROM, via client side FTP, via Fast Channel or via email (if size allows) graphics@atlantatribune.com

If you have any questions please feel free to contact:
Duane Torrence at Atlanta Tribune: The Magazine
770.587.0501 or dtorrence@atlantatribune.com.



AD SLOT #3

Large, square ad space

Specs: 300x300

Location Right-hand side bar

Spaces available: 1
(.jpeg or .swf files accepted)

Max file size:20k

Animation accepted

Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.

Three business days required for testing.

RATE PER MONTH \$1,000

AD SLOT #4

Small square button-type space;
suitable for sponsor logos

Specs: 125 x 125 px

Location: Right-hand side bar

Spaces available: 2

(.jpeg or .swf files accepted)

Max file size:20k

Animation accepted

Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.

Three business days required for testing.

RATE PER MONTH \$800

FEATURED VIDEO

Specs: 300x300

Location Right-hand side bar

Spaces available: 1

(wmv files accepted)

RATE PER MONTH \$2500

AD SLOT #1

Large horizontal web banner ad

Specs: 728 x 90 px

Location: top of the home page

Spaces available: 1

(.jpeg or .swf files accepted)

Max file size:20k

Animation accepted

Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.

Three business days required for testing.

RATE PER MONTH \$2,500

AD SLOT #2

Medium horizontal web banner ad

Specs: 550 x 100 px

Location: "below the fold;" middle of homepage

Spaces available: 1

(.jpeg or .swf files accepted)

Max file size:20k

Animation accepted

Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.

Three business days required for testing.

RATE PER MONTH \$1,500

ATLANTA TRIBUNE
THE MAGAZINE
E-NEWSLETTER

SLOT #1
600 X 220 PIXELS

SLOT #2
600 X 405 PIXELS

SLOT #3
600 X 792 PIXELS

REACHING MORE THAN 10,000 READERS

Atlanta Tribune: The Magazine is Black Atlanta's leading source for relevant, thought-provoking news and information on business and wealth building. We educate our readers and present ideas, viewpoints and possible solutions that economically, politically and socially empower them through our e-Newsletter and our Web site.

In this day of information overload, the Internet is the most popular, viable and useful tool in connecting individuals conveniently and quickly to the source(s) and needs at hand. **Atlanta Tribune: The Magazine's** newsletter is sent to more than 10,000 subscribers on a weekly basis! It is carefully crafted – containing only must-read information that is prized by our loyal readership – and is a cost effective tool to create visibility for your organization.

Imagine the possibilities of including your company's latest marketing plans/products in the content of the e-Newsletter and/or on atlantatribune.com in our banner page section!

E-NEWSLETTER REQUIREMENTS

Image- 300 dpi, High resolution
Image Format- .PDF, .JPG, .GIF, .ZIP

PACKAGE INCLUDES:

Ad Slot #1
Word Count 25 maximum
1 logo or image with a link
Horizontal Ad (600 x 220 pixels or 6.944 x 3.056 inches)
Total Cost: \$700 per transmission

Ad Slot #2:
Word Count 50 maximum
2 logos or images to be included
Square Ad (600 x 405 pixels or 6.944 x 5.625 inches)
Total Cost: \$1000 per transmission
*Note: Each additional logo will add \$50 per week

Ad Slot #3:
PDF Advertisement provided by client
Vertical Ad (600 x 792 pixels or 6.944 x 11 inches)
Total Cost: \$1200 per transmission

For more details, please contact our sales department at 770.587.0501.



ABOUT GEORGE A. LOTTIER GOLF FOUNDATION

The George A. Lottier Golf Foundation (GALGF) was created to preserve the memory of George A. Lottier and his love for the game of golf. Its mission is to assist qualified minority journalism, marketing and graphic students in enriching their education, and to provide support and training for future golfers. It is able to do so through its annual Hall of Fame event and Scholarship Golf Tournament.

HISTORY

Few can be credited with making golf synonymous with business as George A. Lottier managed to do in his lifetime. Therefore, this year marks the official launch of The George A. Lottier Golf Foundation (formerly Atlanta Tribune Scholarship Foundation). In continuance of his dedication to empowering students of color interested in the fields of communication, journalism and marketing, it is only fitting that the foundation name appropriately reflects the namesake of its most ardent patron.

As the brainchild behind **Atlanta Tribune's** Annual Golf Tournament, George not only transformed the notion of putting as a pastime into putting for a purpose — he channeled it into a legacy that extends beyond all things quantifiable. Throughout his lifetime, George Lottier excelled in entrepreneurship, network management and communications. He created an empire based on expanding the fertile minority-owned business community.

EVENTS

George A. Lottier Scholarship Golf Tournament

Each year on the first Monday of June, the George A. Lottier Golf Foundation Tournament hosts its scholarship golf tournament. This signature event — which features a line-up of Atlanta's influential business professionals — begins at 8 a.m. with range practice and a continental breakfast. There are prizes and contests on every hole; a golf clinic for beginners; a silent auction; box lunches; and a 19th hole reception where the scholarship winners are introduced. All proceeds are earmarked for the George A. Lottier Golf Foundation scholarships and internships.

Hall of Fame Induction Ceremony

At the end of each year the tradition of honoring a selection of black Atlanta's "Best and Brightest" is upheld through the Hall of Fame Induction Ceremony. Past honorees have included the Men of Civil Rights, Georgia-bred entertainers and noteworthy physicians. The celebration takes place during an elaborate affair held in the exclusive 755 Club at Turner Field, with net proceeds benefiting the George A. Lottier Golf Foundation.

GALGF SCHOLARSHIP

The George A. Lottier Golf Foundation is now accepting applicants for its year-round scholarship and internship program. For details, visit www.atlantatribune.com or call 770.587.0501.

DONATIONS

The George A. Lottier Golf Foundation in care of:
Citizens Trust Bank | 75 Piedmont Avenue | Atlanta, GA 30303
Federal ID No #58-1978420