



North Georgia Living, North Georgia's Premier Advertising Medium, has ten ways to help your business succeed.

- 1. Lower Cost:** If you compare the cost of advertising, you will see that, compared to any similar product, our prices are simply lower. We are our own, singly manufactured publication, with no franchise costs, and no huge overhead.
- 2. Monthly Publication:** In order to provide effective advertising, the customer needs to see your name on a very regular basis, preferably monthly. We provide the vehicle for that by publishing every single month, which gives your customers the chance to see your name frequently and easily remember your advertising.
- 3. A Superior Pass-Along Rate:** A pass-along rate is used to assess the number of people who actually read a publication. The pass-along rate will almost always be higher if public distribution is used. At *North Georgia Living*, the only issues of our publication that are mailed are those that have been requested.
- 4. Customer-Oriented Content:** At *North Georgia Living*, we understand that the only way your customer can view your advertisement is by reading our magazine. To that end, we publish the most appealing cover and content possible. We, for example, will never sell our cover for advertising, and we include articles of interest to a broad range of North Georgians.
- 5. Longer Shelf Life:** "Shelf life" is the term used to describe the length of time a reader holds onto a publication. *North Georgia Living Magazine* is designed to have a long shelf life. This is achieved by using articles that are commonly identified as the type readers keep for an extended period of time.
- 6. Name Repetition:** At *North Georgia Living Magazine*, we do as much as we can to provide the all-important name repetition that will seal your company's identity into the mind of your prospective customer. Through the use of the "Business News," advertiser articles, and our Advertiser's Index, we work to put your name in front of your buying public.
- 7. Targeted Distribution:** At *North Georgia Living Magazine*, by using public distribution instead of mass/direct mail programs, we retain complete control over where your advertising is placed. We also target the counties of Cherokee, Forsyth, Cobb, N. Fulton, Pickens, Gilmer, Fannin and some of the fastest growing areas in North Georgia.
- 8. Targeted Audience:** At *North Georgia Living*, we are careful to target the best market for your advertising. Through our editorial content, we target adult women in middle to upper income brackets. This demographic has been proven to control the majority of spending in the average American household.
- 9. A Wide Choice of Advertising Possibilities:** We offer a wide range of ad possibilities in your choice of a single or multiple issues.
- 10. Available only through free pickup or subscription:** *North Georgia Living Magazine* is never mass mailed. Unsolicited direct mail has proven to be the least effective form of advertising. *North Georgia Living* is mailed only to subscribers or is available to be picked up by those people who want to look through it.

For more information on advertising rates and packages, call your account representative.