

# JAMES Magazine & JAMES Magazine Online

— MOVE PUBLIC OPINION —

Our print publication JAMES Magazine and JAMES Magazine Online (JMO), our daily internet news service, provide information on various Georgia business, political and other news by a team of veteran staff and contributing writers to thousands of influential readers.

The print JAMES Magazine's content and controlled circulation (print distribution of more than 10,000) attracts the attention of many who lead in the development of public opinion on major issues across Georgia. From top corporate, professional and government/political leaders to reporters and writers in the mainstream media throughout the state, JAMES carries features, columns, rankings, polls and commentary that become part of the fabric of public discussion and opinion throughout the state.

The JMO daily news motto is "information before it's news." We often break stories never covered by the mainstream media. JMO also publishes opinion columns in its Forum section on topics ranging from public policy issues to elections authored by Republicans, Democrats, independents and other opinion leaders.

## Consider

JAMES Magazine and JMO are published by Internet News Agency. Subscribers to the JMO news service get a bonus by receiving a complimentary JAMES Magazine subscription in the mail.

Legislators, businesspeople along with many people in public service especially consider our daily early morning JMO news email and postings on [JamesMagazineGA.com](http://JamesMagazineGA.com) to be a must read. JAMES Magazine has become known over its 20-year span for its annual list of the "Most Influential Georgians" and top state lawmakers, annual rankings of Georgia's top colleges, universities and technical institutions and annual rankings of Georgia's top governmental affairs firms and lobbyists. JAMES is the only Georgia media outlet that compiles state lobbyist rankings. The magazine, as well as JMO, also publishes the popular Floating Boats section that reports on who or what is "rising, drifting or sinking" in Georgia politics and business. An equally-popular feature called Georgia Pines chronicles good news from various cities and counties around the state.

JAMES is a must read for Georgia's top leaders and influential citizens. After all, they set the opinions and trends that keep our state moving forward.



**JAMES**  
— MAGAZINE —  
&  
**JAMES**  
— MAGAZINE —  
**Online**

— Advertising & Sales Information —

**ADVERTISING@INSIDERADVANTAGE.COM · 678.460.5410 · JAMESMAGAZINEGA.COM**

# Circulation & Demographics

## BY THE NUMBERS

- 20,000 to 30,000 ● Average number of people who read a printed copy of JAMES per issue\*
- 11,000+ ● Print magazine circulation\*
- 8,000 ● e-magazine circulation
- 2,000/day ● Average number of people who read JMO daily online news at JamesMagazineGA.com
- 80% ● Percentage of readers in CEO, president, partner or senior management positions
- 10% ● Percentage of readers in active media leadership or reporting
- 85% ● Percentage of readers in metro Atlanta
- 85% ● Estimated percentage of readers with incomes more than \$250,000 a year\*\*
- 70% ● Estimated percentage of readers in households whose value is more than \$500,000\*\*
- 57% ● Estimated percentage of readers who belong to a private club\*\*

## Additionally

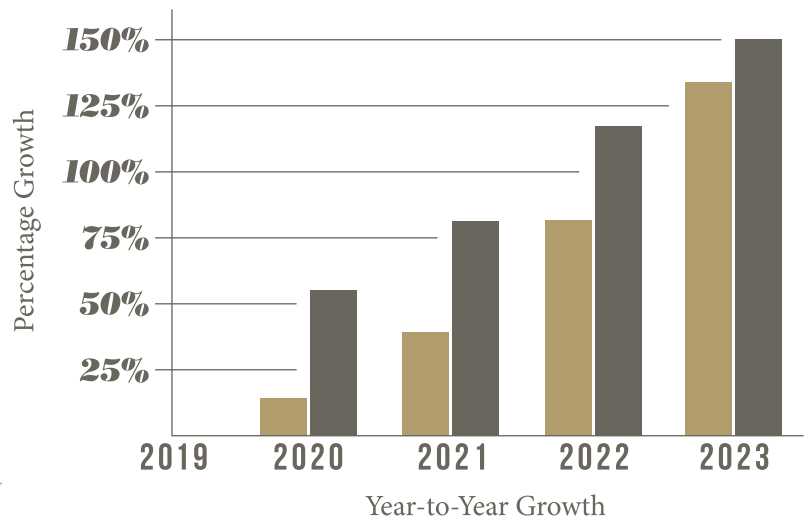
Our readers are often the decision-makers for large corporate or group purchases, meetings, conventions, media buys and investments. From purchasing tickets or suites for sporting events to annual meetings and conventions held both in and outside of Georgia, our readers are the go-to, final-say leaders.

When it comes to vacation, our readers travel mostly to the resort locations of St. Simons, Sea Island, Savannah, Destin, Amelia Island, Lake Burton and Lake Oconee. While on business, our readers mostly frequent the cities of Washington, New York, Charlotte, Dallas, Los Angeles and Las Vegas.

## We're growing!

### READERSHIP GROWTH

- JAMES
- JAMES Magazine Online



\* Circulation is controlled. Print issues vary from 10,000 to 12,000 targeted mailed copies.

\*\* Includes print and online. Demographic estimates provided by insideradvantage.com based on specific analysis of circulation and targeted online readership.

# JAMES Magazine & JAMES Magazine Online

## WHY CHOOSE US?

**Fresh & Original** Our content focuses on stories and issues that Georgia leaders in opinion, government and business are most interested in on a daily and monthly basis.

**Top Tier** Readership is made up of leaders and decision-makers in government, business, politics, the law, news/opinion, education and finance.

**Targeted** Circulation is controlled to leaders who impact major decisions on laws, regulations, purchasing, news, opinion and spending.

**Dependable** Magazines come and go in our state. We're celebrating our 20th year of publication, and are stronger than ever.

**Noticeable** We attract the attention of Georgia's leaders in all areas of life with a magazine that is concise, bursting with features and stories and filled with advertising or sponsor-based content.

**Notable** We stand out with a message that can easily become accepted fact in opinion-shaping, or a must-have trend in purchasing of upscale goods and services.

We're proud to have more than 250 regular advertisers. They value our direct reach . . . to the audiences they want to reach.



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# 2024 Print Advertising Rates

## & SPECIFICATIONS

### Ad Rates

### Ad Specs

AD SIZE	1X	3X (-10%)	6X (-15%)	TRIM SIZE	BLEED SIZE
Two-page spread	\$5,000	\$4,500	\$4,250	17" w x 11" h	17.25" w x 11.25" h
Full page	\$3,000	\$2,700	\$2,550	8.5" w x 11" h	8.75" w x 11.25" h
1/2 page, vertical	\$1,800	\$1,620	\$1,530	4.25" w x 11" h	4.5" w x 11.25" h
1/2 page, horizontal	\$1,800	\$1,620	\$1,530	8.5" w x 5.5" h	8.75" w x 5.75" h
1/3 page, vertical	\$1,500	\$1,350	\$1,275	2.875" w x 11" h	3.125" w x 11.25" h
1/4 page	\$1,080	\$972	\$918	4.25" w x 5.5" h	4.5" w x 5.75" h

PREMIUM SPOTS	1X	6X
Inside front	\$4,000	\$3,400
Inside back	\$3,650	\$3,100
Back cover	\$4,300	\$3,650

### GUARANTEED SPOTS

Add 10% to above rates. Including, but not limited to:

Opposite the **Publisher's Message**

Opposite the **Floating Boats** or **Georgia Pines**

### DIGITAL REQUIREMENTS

- Art MUST contain 1/4-inch printer "bleeds" on all sides.
- Do not include crop, bleed or registration marks.
- Acceptable file formats for ads are PDF, JPG or TIFF.

### MATERIALS DEADLINE

- Contact your sales rep for specific art deadline per issue.
- Ads should be sent via email directly to your JAMES contact.

### PAYMENT TERMS

- Full payment is due within 15 days from date of the invoice.
- Payment becomes delinquent 10 days after the due date.
- A 1.5% late payment charge is incurred upon delinquency.



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# 2024 Editorial Calendar

— JAMES MAGAZINE —

**JANUARY-FEBRUARY**

The Legislative Issue

**MARCH-APRIL**

The Most Influential Issue

**MAY-JUNE**

The Tourism & Hospitality Issue

**JULY-AUGUST**

The Education Issue

**SEPTEMBER-OCTOBER**

The Lobbyist Issue

**NOVEMBER-DECEMBER**

The Business Issue



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# 2024 Digital Advertising

— JAMES MAGAZINE ONLINE —

## Run of Site

ROTATING RIGHT SIDE BAR AD / MAXIMUM OF 5 ROTATING ADS

Average views	Size	Rate
<b>2,000</b> views per day	<b>248 x 207</b> pixels	<b>\$723</b> per month

## Home Page

ROTATING BANNER AD / MAXIMUM OF 3 ROTATING ADS

Average views	Size	Rate
<b>550</b> views per day	<b>728 x 90</b> pixels	<b>\$300</b> per month

## Home Page v.2

ROTATING LEFT SIDE BAR AD / MAXIMUM OF 5 ROTATING ADS

Average views	Size	Rate
<b>460</b> views per day	<b>248 x 207</b> pixels	<b>\$160</b> per month

## Daily email

SOLO PLACEMENT

Average views	Size	Rate
<b>1,200</b> views per day	<b>248 x 207</b> pixels	<b>\$575</b> per month

- Two-month minimum for online advertising.
- Apply a 10% discount for 6x and 15% discount for 12x.
- Combo discounts including daily Constant Contact emails.

The screenshot displays the James Magazine Online website interface. At the top, there's a navigation bar with the James Magazine logo and links for Home, News, Floating Boats, Georgia Pines, Subscribe, Contact Us, and Log In. Below the navigation, there are several featured articles and advertisements. On the left side, there's a vertical advertisement for 'Advertise with JAMES & JAMES Online'. The main content area features articles such as 'Watch the Sept. 17 Georgia Gang here!', 'Carter secures federal grant for youth mental health services in southeast Georgia', 'Phil Kent Discusses James Magazine Online & Upcoming Issue', 'General Assembly looking to fine-tune dual enrollment program', 'Older Entries', 'DOE earns Leadership Award for school improvement, workforce development', 'Since-suspended state gasoline tax propped up August revenue report', 'Ossoff aims to ban stock trading by Congress', and 'Law enforcement training facility petition rolls Democrats'. On the right side, there are social media follow buttons, a 'Subscribe to JAMES MAGAZINE ONLINE' button, a 'Georgia Pines' advertisement, a 'FLOATING BOATS' advertisement, a 'U.S. Soccer to move HQ to Atlanta' article, 'The Forum' section with a submission link, and 'Non-profit steps in to fill in mental health gaps'. At the bottom, there are video thumbnails for 'The Georgia Gang - September 17, 2023' and 'The Georgia Gang - September 10, 2023', along with a 'Recent Posts' section listing several articles.

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# Print Ad Size Specifications

## TWO-PAGE SPREAD



Trim • W: **17"** x H: **11"**



Bleed • W: **17.25"** x H: **11.25"** All backgrounds should extend through



Safe • W: **16.25"** x H: **10.25"** All text and important images should remain inside

## FULL PAGE



Trim • W: **8.5"** x H: **11"**



Bleed • W: **8.75"** x H: **11.25"**  
All backgrounds should extend through



Safe • W: **7.75"** x H: **10.25"**  
All text and important images should remain inside

## BACK COVER



Trim • W: **8.5"** x H: **11"**



Mailing • W: **8.5"** x H: **2.25"**  
No artwork should extend into



Bleed • W: **8.75"** x H: **8.875"**  
All backgrounds should extend through



Safe • W: **8"** x H: **8.5"**  
All text and important images should remain inside

## 1/2 PAGE HORIZONTAL



Trim · W: **8.5"** x H: **5.5"**



Bleed · W: **8.75"** x H: **5.75"**

All backgrounds should extend through



Safe · W: **7.75"** x H: **4.75"**

All text & important images should remain inside

## 1/2 PAGE VERTICAL



Trim · W: **4.25"** x H: **11"**



Bleed · W: **4.5"** x H: **11.25"**

All backgrounds should extend through



Safe · W: **3.5"** x H: **10.25"**

All text & important images should remain inside

## 1/4 PAGE



Trim · W: **4.25"** x H: **5.5"**



Bleed · W: **4.5"** x H: **5.75"**

All backgrounds should extend through



Safe · W: **3.5"** x H: **4.75"**

All text & important images should remain inside

## 1/3 PAGE



Trim · W: **2.875"** x H: **11"**



Bleed · W: **3.125"** x H: **11.25"**

All backgrounds should extend through



Safe · W: **2.125"** x H: **10.25"**

All text & important images should remain inside