



# we are Clayton<sup>®</sup>

*We Are One. We Are Proud.*

MAGAZINE

2025 - 2026 Media Kit





# MISSION

We Are Clayton Magazine exists to showcase the spirit, talent, and transformation happening in South Atlanta—particularly in Clayton, Henry, Fayette, and South Fulton counties. Through editorial excellence and intentional storytelling, we spotlight people and ideas shaping the community, with a focus on lifestyle, leadership, and local business.

## **Our mission is simple:**

To inspire, inform, and connect.

## **We aim to:**

Tell the truth with clarity and care

Uplift the culture and economy of the region

Bridge residents, institutions, and changemakers

Deliver quality content across print, digital, and real-life platforms

## **Coverage Areas**

Clayton County (Jonesboro, Riverdale, Morrow, Lovejoy, Forest Park)

Henry County (Stockbridge, McDonough, Hampton, Locust Grove)

Fayette County (Fayetteville, Peachtree City)

South Fulton County (College Park, East Point, South Atlanta)

# OUR READERS

They are homeowners, professionals, parents, and decision-makers. They are invested in the culture, economy, and future of South Atlanta.

We Are Clayton Magazine READERS LIVE WELL AND ARE ENGAGED IN COMMUNITY!

93% are homeowners

\$87,000 average household income

68% are age 35–54 | 32% are 55+

71% female | 29% male

71% college-educated or higher

62% active in local schools, churches, or civic organizations

## Distribution & Readership

5,000 printed copies per issue

97% of readers engage with every issue

89% read within 3 days

7,800+ email subscribers

Social media presence relaunched in 2025

(Digital tracking begins Q3 2025)

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Source: Data based on 2010–2017 historical records and 2025 email engagement. Social audience growth being tracked quarterly.







# ADVERTISING PROGRAMS

At *We Are Clayton Magazine*, we are committed to bringing your brand's vision to life through original, well-designed print and digital experiences. Our advertising programs include:

## **PRINT**

Take advantage of our impactful print publication for your visual branding and messaging. Our print publication gives your brand's message an opportunity to reach our loyal audience of readers.

## **DIGITAL**

Each issue of *We Are Clayton Magazine* offers a digital edition that is delivered via e-mail to all digital subscribers. For even more visibility, each digital edition is posted on our website.

## **WEBSITE**

Our website features relevant and timely content. Branded ads and other on-line advertising put your brand directly in the sight of our website visitors.

## **E-MAIL/NEWSLETTER MARKETING**

E-mail is one of the best ways to connect with our audience electronically. With over 7,000 e-mail subscribers, banner ads place your message among our sought-after content.

## **CONTENT DEVELOPMENT**

Whether it is developing content for a print, digital, or social media, we are equipped to assist with all aspects of developing your custom content, through South Atlanta Media, Inc.

## **SOCIAL MEDIA**

We have active Facebook, Instagram, LinkedIn and Twitter accounts that can be used in our targeted advertising campaigns.

# CONTENT

## E- Newsletter

Eating and reading, plus fashion design and other tips.

- Book Nook • Recipe Room • Featured Chef • Event Design
- Business Tips • Fashion Tips/Ideas

## ART OF LIVING

Creative thought and lifestyles in the Southern Crescent.

- The Artist's Way • Creative Corner

## PEOPLE, POWER, INFLUENCE

People and places we need to know about.

- Legendary Lives • Noteworthy
- Person of Substance • Up and Coming

## LET'S TALK ABOUT IT

Industry Experts give their advice.

- Money • Soul • Health

## OPT-ED/RANT

Opinions from seasoned writers sharing their thoughts and passion about:

- Sports • Politics • Culture







# PRINT EDITORIAL CALENDAR

Every issue of *We Are Clayton Magazine* delivers a lively mix of luxury, comfort and culture.

MARCH - MAY

We Are Relevant

JUNE - AUGUST

We Are Remarkable

SEPTEMBER - NOVEMBER

We Are Rooted

DECEMBER - FEBURARY

We Are Resilient

## RATES

	1 x	2 - 4x
Double Page	2800	2500
Full Page	1500	1350
2/3 Page	950	850
1/2 Page	750	675
1/3 Page	500	495
1/4 Page	375	325

A black and white photograph of a coastal landscape. In the foreground, there is a large, gnarled, leafless tree on the left and a smaller, more leafy tree on the right. A person is walking on a path in the middle ground, heading towards the right. The background shows a bright, overexposed sky and a body of water. The text "DIGITAL OPPORTUNITIES" is overlaid in a large, white, serif font.

# DIGITAL OPPORTUNITIES

WE ARE CLAYTON MAGAZINE | MEDIA KIT 2025



## WEARECLAYTONMAGAZINE.COM

Our website is an incomparable destination for the reader who is searching for products and services to consume, the most recent events, and the latest news from *We Are Clayton Magazine*.

43.2 K  
AVERAGE SITE VISITS

7.5 K  
AVERAGE PAGE  
VIEWS/MONTH

12.7 K  
NEW AVERAGE  
SITE VISITS

1.7 K  
NEW AVERAGE  
PAGE VIEWS/MONTH

**Source: Data based on 2010–2017 historical records and 2025 email engagement. Social audience growth being tracked quarterly.**



# SOCIAL MEDIA

We Are Clayton Magazine's active social media footprint connects with readers in meaningful ways like never before, with fans across Facebook, TikTok, and Instagram.

18.2 K  
Instagram Views

1.5 K  
Twitter Followers

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73.4 K  
Facebook Interactions/Impressions

**Source: Data based on 2010–2017 historical records and 2025 email engagement. Social audience growth being tracked quarterly.**





# **BRANDED CONTENT**

## **WEARECLAYTONMAGAZINE.COM**

Designed and written by our creatives, branded content on WEARECLAYTONMAGAZINE.com engages users within the editorial framework of the site. In conjunction with traditional display media, sponsored content leads to higher click-through rates and greater engagement.

### **SPONSORSHIP**

100% Share of Voice (SOV) display ad units  
surrounding branded content  
Logo included

### **PROMOTION**

High visibility native site placements  
Sponsored edition email newsletters  
Paid social media plan

### **OPPORTUNITIES**

City Guides • Recipes • Custom Articles • Content Collections  
• Video Pricing (TBD depending on scope of package)



# BRANDED CONTENT

## SOCIAL MEDIA

Access our powerful and passionate audience through a custom social post on its editorial Instagram handle. Written by the SAM editors, the sponsored Instagram campaign is dedicated to an advertiser and its current brand efforts. This first-to-market social alignment drives awareness and visitation among our most engaged readers.

### SPONSORSHIP

Drives audience to advertiser's page  
Advertiser's handle is included in post  
"Presented by" language  
Paid promotional plan

### OPPORTUNITIES

Sponsored Instagram Post • Influencer Programs  
Giveaway Contests • Custom Video  
Pricing TBD depending on  
scope of package





# EMAIL NEWSLETTERS

Written by the editors, *We Are Clayton Magazine* email newsletters are opt-in extensions of the magazine, giving brands access to our most engaged readers via email. Featuring a variety of original content, these newsletters are welcome sights in email inboxes across the Southern Crescent.

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## **E- Newsletter**

Over 7,500 opt-in subscribers | Open rate: 47%  
Varying topics, including the latest news, fashion trends, and events.

## **UM UM GOOD**

OVER 7,500 opt-in subscribers | Open rate: 25%  
Original content on all things food & drink.

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## **REGULAR EDITION**

- Standard advertising opportunity within the newsletter
- Includes a 300x250 ad with link to advertiser's URL
- E- Newsletter: Opportunity for native sponsorship of one (1) section of the newsletter

## **SPONSORED EDITION**

- Newsletter written by *We Are Clayton Magazine* editors fully dedicated to your brand
  - Includes a 300x250 ad
  - Qualifying media



# Branded Content

## Website | Social Media | e-Newsletter

Placing a banner on the *We Are Clayton Magazine* monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

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### Monthly Themes

JANUARY: Looking Back/Leaping Forward

FEBRUARY: Health, Love and Black History

MARCH: Women's History

APRIL: Education, Entertainment

MAY: Graduates

JUNE: Summer fun in the Southern Crescent

JULY: Independence, Civic Duty

AUGUST: Business

SEPTEMBER: Law Enforcement

OCTOBER: Fall Fun

NOVEMBER: Philanthropy

DECEMBER: Inspiration

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AD SIZE	30 day run
Homepage Takeover (top and sidebars)	450
Top Banner Leaderboard (728 × 60 pixels)	325
Website Sidebar (300x250 pixels)	250
Custom Branded Content/Packages	550



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