



we
are
Clayton

2026 Media Kit



Mission

We Are Clayton Magazine delivers curated storytelling, original photography, and locally relevant reporting designed to hold attention—not chase it. Our readers return issue after issue, making our platform an effective environment for brands seeking sustained visibility rather than fleeting impressions.

We serve readers who are rooted, invested, and active in their communities—and advertisers who understand the value of long-term brand presence.

Our Readers

Our audience is composed of established households with strong purchasing power and deep community ties.

92% homeowners

70% own two or more vehicles

70% are age 37+

Average household income: \$147,500

Engagement & Reach

97% read all four annual issues

89% read the magazine upon receipt or within days

Estimated total audience: 285,000

Rate base: 135,000

Audience insights reflect a combination of proprietary survey data, advertiser reports, and digital analytics.

Content

Art & Culture

Where creativity reflects the life of the county. This section documents the artists, institutions, traditions, and cultural movements shaping Clayton County's identity—past and present. Visual art, performance, design, music, and public expression are treated as records of who we are and how we live.

Rooted & Respected

Stories of people who built, stayed, and carried responsibility. This section honors elders, legacy leaders, and community figures whose influence is earned through time, service, and consistency—not visibility.

Business & Innovation

This section covers entrepreneurs, small businesses, institutions, and innovators driving economic activity in Clayton County. Focus is placed on growth, infrastructure, leadership, and the systems that support sustainable progress.

Table Talk

Conversations that matter, without performance. This section features interviews, dialogues, and exchanges centered on ideas, decisions, and lived experience. The tone is direct and human—what people say when they are not posturing, but speaking plainly.

Recipe Room

Food as memory, method, and meaning. This section shares recipes alongside the stories behind them—family traditions, regional influence, and cultural continuity. It is about how food connects generations and marks place, not trends.

Poet's Place

A home for language that pauses and tells the truth. The focus is voice—precise, intentional, and grounded in lived reality.





Advertising Programs

We offer integrated print and digital opportunities designed to extend visibility across multiple touchpoints.

PRINT

High-retention, long-form exposure within a premium quarterly publication.

DIGITAL EDITION

Each issue is distributed to digital subscribers and archived online for continued access.

WEBSITE

Searchable, evergreen visibility alongside original editorial content.

EMAIL / NEWSLETTER

Direct access to an opt-in subscriber base through monthly and specialty newsletters.

CONTENT DEVELOPMENT

Narrative-led brand storytelling produced by South Atlanta Media, Inc.

SOCIAL MEDIA

Amplified reach through trusted editorial voice across Facebook, Instagram, LinkedIn, and TikTok

Editorial Calendar

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

MARCH - MAY

We Are Rising

JUNE - AUGUST

We Are Ready

SEPTEMBER - NOVEMBER

We Are Rooted

DECEMBER - FEBURARY

We Are Resilient

RATES

	1 x	2 - 4x
Double Page	5130	4617
Full Page	2700	2430
2/3 Page	1980	1782
1/2 Page	1485	1337
1/3 Page	1080	972
1/4 Page	810	729





DIGITAL OPPORTUNITIES

Branded Content

weareclaytonmagazine.com

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.

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.

Print + Digital

Bundle	Included	Rate
Quarter Page + Web (30 days)	Quarter page + one web unit	\$1,350
Half Page + Web (60 days)	Half page + one web unit	\$2,100
Full Page + Homepage (60 days)	Full page + leaderboard	\$3,750
Double Spread + Sponsored Digital	Spread + sponsored tile	\$6,300

Standard Web Placement	Ad Sizes		
	Dimensions	30 Days	60 Days
Homepage Leaderboard	728 × 90	\$750	\$1,350
Homepage Feature Block	300 × 250	\$600	\$1,080
Article Inline Ad	300 × 250	\$450	\$810
Sidebar Skyscraper	60 × 600	\$500	\$900
Sponsored Article Tile	Native	\$900	\$1,620

*Our opt-in newsletters extend the magazine experience directly to subscriber inboxes.
Monthly E-Newsletter: 7,500+ subscribers | Avg. open rate: 47%*

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