

RoughDraft

atlanta

Media Kit | 2024

RoughDraft

atlanta



Rough Draft is metro Atlanta's leading hyperlocal media organization, reaching the city's most dynamic, affluent, and influential audience. Since 1993, our high-quality journalism has delivered non-sensational news across print and digital to more than half a million readers each month.

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RoughDraft
atlanta

Meet Keith Pepper

- Atlanta Native
- WSB Radio
- UGA Grady College
- NYC
- “Nut”
- Chairman, Atlanta Press Club



The news
people need...

EDUCATION



LOCAL GOVERNMENT



PUBLIC SAFETY

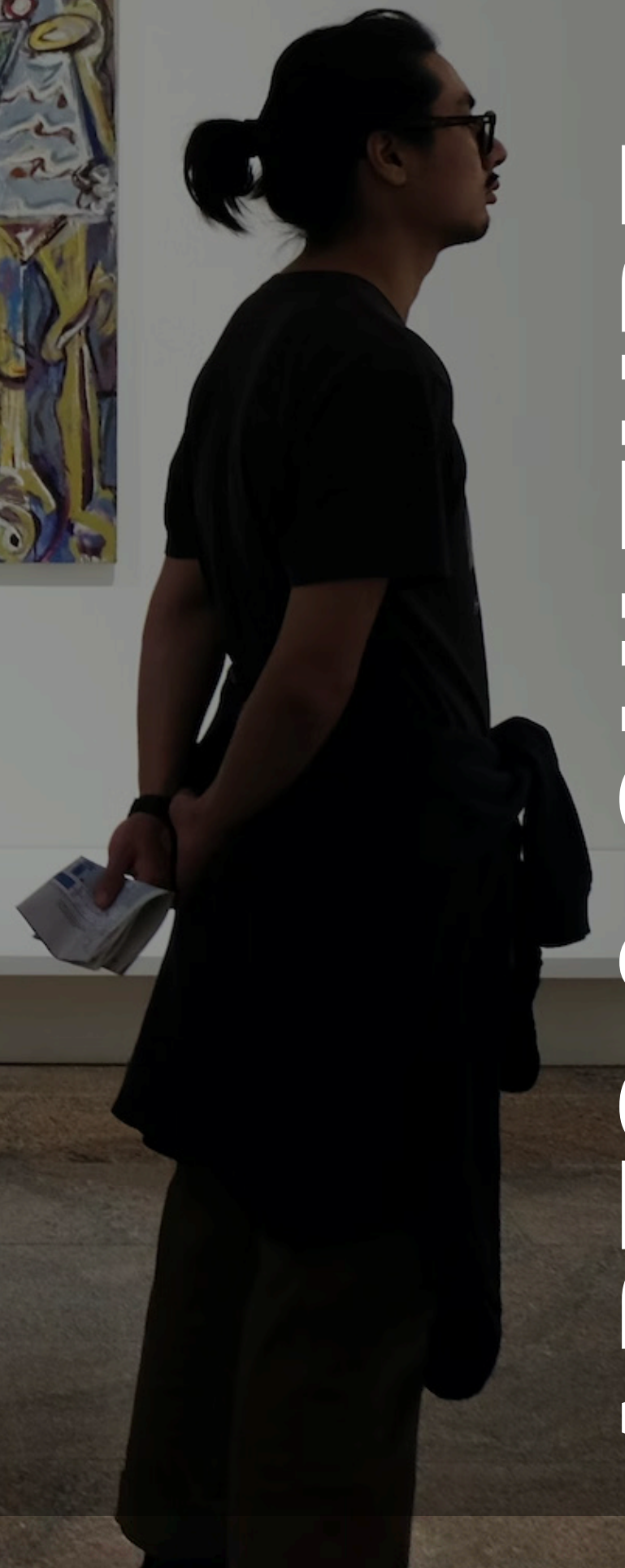
and the content
they crave.



DINING



REAL ESTATE



ARTS & CULTURE

Our Brands

RoughDraft
atlanta

Brookhaven Reporter
A RoughDraft Publication

Sandy Springs Reporter
A RoughDraft Publication

Atlanta Intown
A RoughDraft Publication

Dunwoody Reporter
A RoughDraft Publication

Buckhead Reporter
A RoughDraft Publication

Tucker Reporter
A RoughDraft Publication

Side Dish
By RoughDraft

Sketchbook
By RoughDraft

Scene
By RoughDraft

Sideline
By RoughDraft

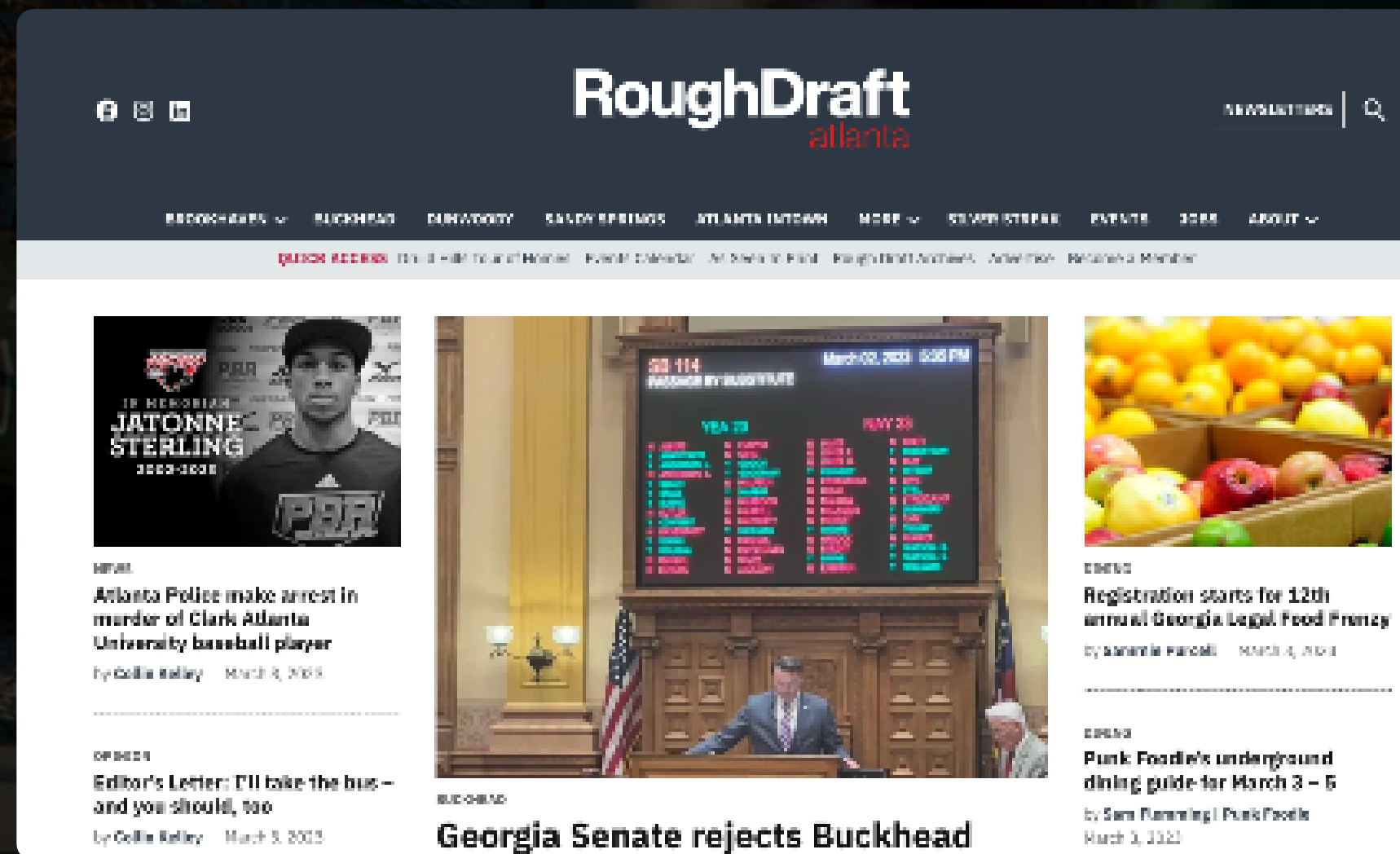
Y'all
By RoughDraft

How do you
Atlanta?
Presented by **WABE** OHSA + **RoughDraft**
atlanta

What's Your ATL?
A RoughDraft Publication

Our Reach | Digital

Total Audience 700k+



WEBSITE

185,000

Unique visitors/mo
(225,000 page views/mo)

EMAIL NEWSLETTERS

56,000+

Subscribers
(1.6 million* emails/mo)

SOCIAL MEDIA

260,000

Followers

AD IMPRESSIONS

900,000

Monthly

*Open Rate: 47% (2x Industry Avg)

*Click Rate: 7%

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RoughDraft
atlanta

Our Reach | Print

90,000 copies reaching more than 215k readers each month

REPORTER NEWSPAPERS

Direct mailed to Brookhaven, Buckhead, Dunwoody, Sandy Springs and Tucker

63,000



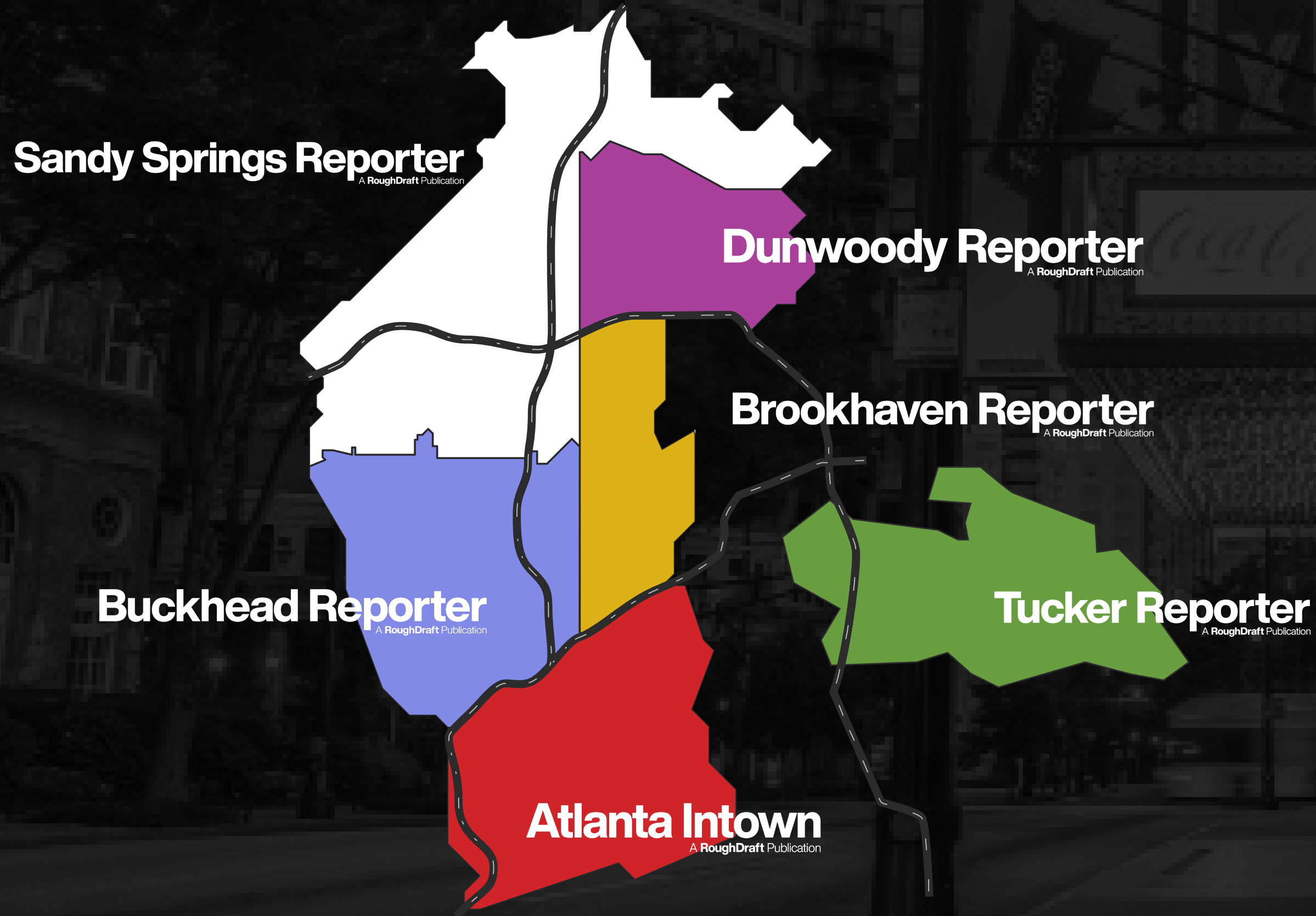
ATLANTA INTOWN

Direct mailed to Midtown, Ansley Park, Inman Park, Virginia Highland, Morningside, Emory, Druid Hills, and more.

27,000



Our Audience



83%
Are current homeowners

77%
Have owned for more than 4 years



53%
Female

47%
Male



Readers age **25-54** make up 78% of our audience

50% have household income above **\$150k**

Engaged in our Community

Sponsors of

Art Papers
Atlanta Contemporary
Atlanta Dogwood Festival
Atlanta Food & Wine Festival
Atlanta Jewish Film Festival
Attack of the Killer Tomato Festival
Brookhaven Cherry Blossom Festival
Decatur Book Festival
Druid Hills Tour of Homes
Dunwoody 4th of July Parade
Food that Rocks
Jewish Book Festival
JF&CS The Tasting
Midtown High School Alumni Association
Spruill Center for the Arts
Virginia Highland Porchfest
Wholesome Wave Georgia

Members of

Atlanta Press Club
Brookhaven Chamber of Commerce
Central Atlanta Progress
Georgia Press Association
Google News Initiative
LION Publishers
Newspack
Online News Association
Perimeter Chamber
Sandy Springs Perimeter
Chamber of Commerce

Content Partnerships

Atlanta Civic Circle
Capitol Beat
Georgia Public Broadcasting
Georgia Recorder
Hands on Atlanta
Hypepotamus
KHN
ProPublica
Saporta Report
SCORE Atlanta
The Atlanta Journal-Constitution
WABE

60+ awards for editorial and design excellence

Our journalists, designers, and advertising executives have been consistently recognized by our peers for excellence in journalism, presentation, and business. Our papers and digital products have consistently been recognized for excellence in Investigative Reporting, Local News, Serious and Humorous Columns, Business Writing, Page One Design, Photography, and Best Website.



International Recognition

Winner: Rough Draft Atlanta

Category Finalists: Sketchbook, Side Dish



THE PUBLISHER NEWSLETTER
AWARDS

Best Local & Community
Newsletter 2024

In good company

Atlanta Fine
Homes

Sotheby's
INTERNATIONAL REALTY



ENGEL & VÖLKERS



The Atlanta
Journal-Constitution



Alliance
Theatre

SCAD
The University for Creative Careers

NORTH
SIDES
HOSPITAL



City of
Dunwoody
Georgia



marta

JARED SAPP
REAL ESTATE GROUP



BERKSHIRE
HATHAWAY
HOMESERVICES

GEORGIA
PROPERTIES

HIGH

ANSLEY
REAL ESTATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE



Thank you

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