

Where Do Atlanta Business Owners Turn When They Want to Get the Most For Their Advertising Dollar?



Atlanta
goodlife

The
CHAMPION
Newspaper™

ACE III Communications, Inc.
The Champion newspaper
Atlanta goodlife magazine
217 East Trinity Place, Decatur, GA 30030
(Tel) 404-373-7779 (Fax) 404-373-7721

PUBLISHERS:	Dr. Earl Glenn & Carolyn Jernigan Glenn
EDITOR-IN-CHIEF:	Gale Horton Gay
PREMIER ISSUE:	December 1999
FREQUENCY:	Published monthly - 25,000 copies
DISTRIBUTION:	250+ Free distribution sites around Atlanta
PRICE:	Subscriptions available for \$24.00 annually
READERSHIP:	100,000

Magazine Profile

Atlanta goodlife is metro Atlanta's only life and style magazine featuring the city's affluent African-American residents - up close and in person. Revealing, entertaining and thought provoking, *Atlanta goodlife* captures the essence of African-American culture with special emphasis on, fashion, style, home, health, relationships and spirituality.

Atlanta goodlife is a six time winner in the 2002 Atlanta Association of Black Journalists awards competition noting our excellence in the areas of editorial writing, sports feature and soft feature writing, non-deadline reporting, photo journalism, technical design and layout.

Atlanta goodlife also received the Printing Industry Association of Georgia's award for "Best in Category" for the second year in a row. The editorial philosophy of *Atlanta goodlife* shows African-Americans in a positive light featuring individuals who have achieved well-rounded success. A heavy emphasis on family and spirituality encourages readers to balance busy careers and financial goals while nurturing healthy families.

Atlanta goodlife is the one, indispensable medium you need for targeting the African-American market that is vital to advertisers seeking to increase their market share among this key consumer segment. *Atlanta goodlife* is freely distributed in racks throughout metro Atlanta and boasts a 90% penetration rate. Distribution sites include office, transit, and retail locations such as MARTA stations, Walmart, Blockbuster, Save Rite and select Kroger stores. Paid subscriptions are also available for \$24.00 annually.

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Reader Profile

Race

African-American	87%
White	08%
Other	05%

Sex

Male	31%
Female	69%

Age

18-34	28%
35-49	56%
50+	16%

Education

Attended College	25%
Completed College	36%
Post Graduate Degree	23%

Occupation

Administrative	24%
Managerial	12%
Professional	44%
Retired	09%
Service Technical	09%

Income

Under \$25,000	16%
\$25,000-\$49,000	34%
\$50,000+	50%

Marital Status

Married	55%
Non-married	45%

Children under 18

None	50%
1-2 at home	42%

Household size

2 or less persons	40%
3 or more persons	60%

Home Ownership

Own	68%
Rent	32%

Home Value

\$50,000-\$74,000	22%
\$75,000-\$99,000	41%
\$100,000-\$250,000	33%

Number of Vehicles

1	33%
2-3	59%
4 or more	07%

Registered Voters

91%

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Buying Habits

Buying Habits	Average Expenditures Atlanta
Apparel Products & Services	\$161,436,000
Housing & Related Charges	\$941,004,000
Insurance	\$52,433,000
Household Furnishings & Equipment	\$84,158,000
Appliances	\$15,498,000
Vehicle Purchases (cars, trucks, SUV's)	\$217,455,000
Vehicle Maintenance & Upkeep	\$112,264,000
Computers & Related Equipment	\$16,236,000
Consumer Electronics	\$24,268,000
Contributions	\$66,049,000
Entertainment & Leisure	\$17,435,000
Food	\$377,104,000
Gifts	\$55,379,000
Healthcare	\$100,477,000
Personal Care Products & Services	\$38,510,000
Sports & Recreation Equipment	\$6,977,000
Toys, Games, Hobbies & Pets	\$14,059,000
Transportation, Travel & Lodging	\$40,327,000

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Closing Dates for 2003

Issue	Ad Reservation & Payment Due Date	Materials Due Date	Distribution Date
January	December 01, 2003	December 01, 2003	December 19, 2003
February	December 31, 2003	January 05, 2004	January 22, 2004
March	January 28, 2004	February 02, 2004	February 20, 2004
April	February 25, 2004	March 01, 2004	March 20, 2004
May	March 31, 2004	April 05, 2004	April 23, 2004
June	April 28, 2004	May 3, 2004	May 21, 2004
July	May 26, 2004	May 31, 2004	June 18, 2004
August	June 30, 2004	July 1, 2004	July 23, 2004
September	July 28, 2004	August 02, 2004	August 20, 2004
October	Sept 01, 2004	September 03, 2004	September 24, 2004
November	September 29, 2004	October 04, 2004	October 22, 2004
December	October 27, 2004	November 01, 2004	November 19, 2004

ACE III Communications, Inc. Publishes:

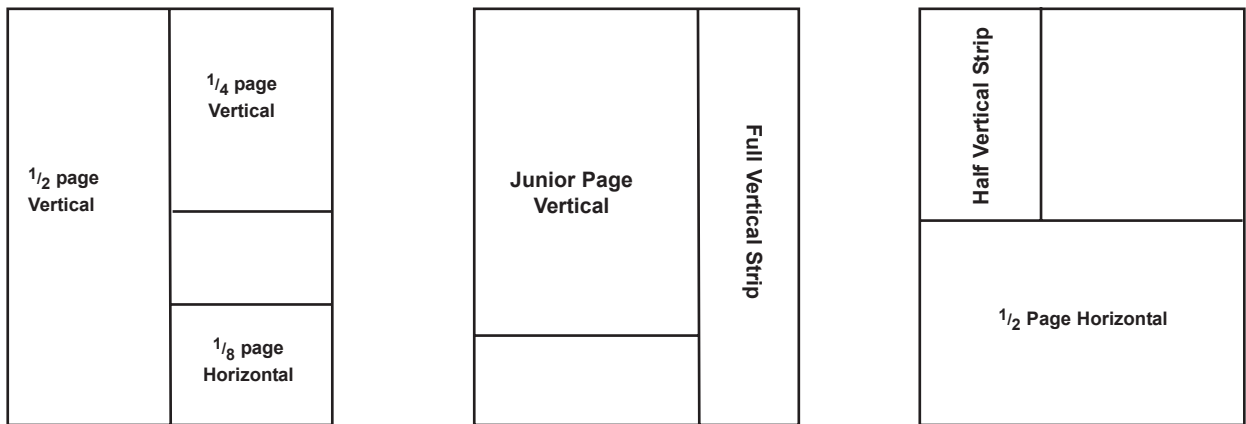
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Ad Specifications



		Inches	Picas
Full Page	Full Page	10 x 12	60 x 72
Full Page	Trim Size	10.75 x 13.25	Full Page
Bleed		11 x 13.25	69 x 81
3/4 Page	Vertical	7.5 x 12	45 x 72
	Horizontal	10 x 9	60 x 54
Junior Page		7.5 x 10.5	45 x 63
1/2 Page	Vertical	4.75 x 12	29 x 72
	Horizontal	10 x 6	60 x 36
1/4 Page	Vertical	4.75 x 6	29 x 18
1/8 Page	Horizontal	4.75 x 3	29 x 18
Full Vertical Strip		2.25 x 12	14 x 72
Half Vertical Strip		2.25 x 6	14 x 36

- Shipping:** Please contact your sales rep
- Film Requirements:** Cover Film: 133 lines per inch
Internal page film: 100 lines per inch
All film: Right reading emulsion down
Publisher reserves the right to convert PMS colors using a combination of process colors.
Sizes and rates available upon request.
- Insert/Gatefold:**
- Submitting Ad Copy:** Please review our guidelines on how to submit ad copy.

How To Submit Creative Materials

Atlanta goodlife magazine is a monthly publication. Any ads running in *Atlanta goodlife* must adhere to the advertising standards of Ace III Communications, Inc. and closing dates set forth in the current media kit as well as the correct ad specifications for the size ad chosen. The Publisher reserves the right to refuse objectionable advertising at his/her discretion.

Acceptable Ad Formats:

<u>Mac</u>	<u>PC</u>
JPEG	JPEG
QuarkXpress	PDF
Adobe Photoshop	TIFF
Adobe Illustrator	

Ads may be sent via electronic email or submitted on CD, Zip, or disk to your account representative. Please be sure to confirm receipt of ad sent.

If you have any questions on other available ad platforms, please contact your advertising representative. In some cases, additional fees may apply.

NOTE: When sending files, please ensure **ALL SUPPORT** and **FONT FILES** are included in your transfer media. We are not responsible for reproduction quality if art and images have resolutions of less than 300 DPI at 100% of their specified size.

Thank you for your business
and for choosing
Ace III Communications, Inc.
publishers of
Atlanta goodlife magazine
and **The Champion** newspaper
as your advertising medium of choice.

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