



**EA**

**2025**  
**MEDIA KIT**

**Empower Atlanta Magazine**

@Empoweratlmag



## ABOUT US

### INTRODUCTION

Empower Atlanta Magazine is a premier quarterly publication—available in both print and digital formats—committed to inspiring, informing, and empowering our readers. We spotlight the accomplishments of influential figures across a wide range of industries, while also addressing pressing societal issues and championing financial empowerment on a global scale.

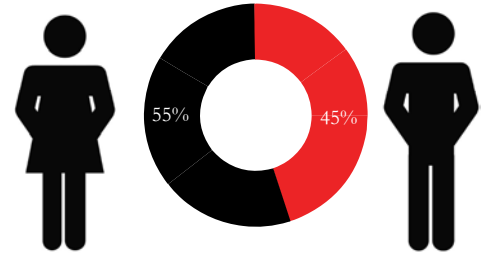
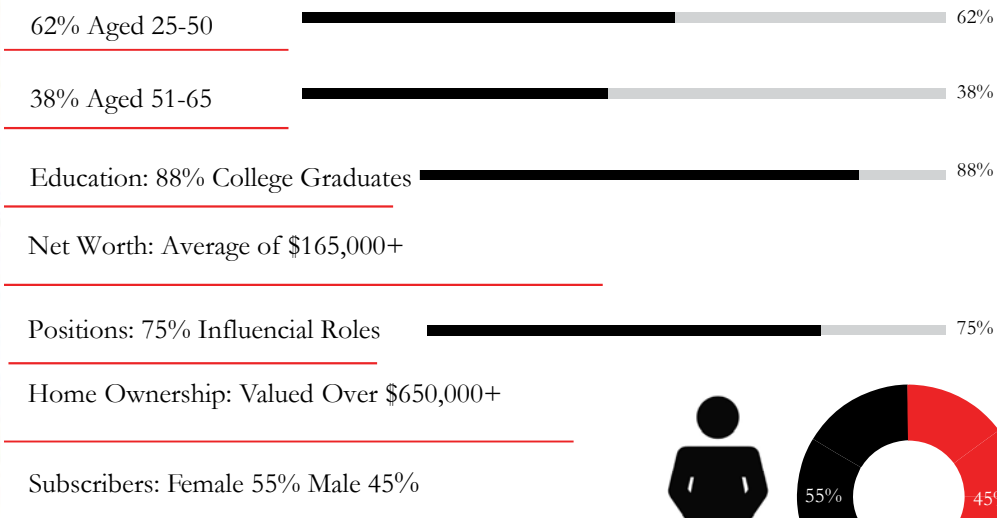
Proudly women-led, Empower Atlanta Magazine is certified as a Minority Business Enterprise (MBE), Airport Concession Disadvantaged Business Enterprise (ACDBE), Disadvantaged Business Enterprise (DBE), and a Certified Diverse Supplier by the Association of National Advertisers (ANA).

Our rich, diverse content offers practical insights and resources on topics including education, banking, finance, real estate, entertainment, health, sports, arts, culture, tourism, and entrepreneurship—empowering readers to thrive in every aspect of life.



# DEMOGRAPHICS & CIRCULATION

## DEMOGRAPHICS



## CIRCULATION & DISTRIBUTION



Platforms Include:  
 Print, Digital, Social Media, and Website

72,840 print subscriptions x 4.2 readers per copy=305,928 print readership

736,636 Average Unique Visitors Per Month

304,489 Digital Subscribers

# PLANNING CALENDAR

## UPCOMING EDITIONS

### ➤ February/March:

Celebrating Women, Heart Health Awareness, College Admissions & Recruitment, Financial Aid Deadlines, and Black History Celebration.

### ➤ May/June:

Entrepreneurs, Marketing Essential For Entrepreneurs, Homelessness, Lupus Awareness, Men's Health, and Pride Celebration.

### ➤ August/September:

Film, Music, and Entertainment Industry (Actors, Musicians, Producers, Studios, Fashion, Designers), Hunger, and Food Insecurity, and Hispanic Heritage Celebration.

### ➤ November/December:

Men in Power, Banking and Finance, Self-Care, Celebrating the Holiday Season, Gift-Giving Ideas, and Holiday Traveling.

Please note that topics may vary based on editorial discretion. Each edition also features content on beauty & fashion, entertainment, and tourism & hospitality.

## DEADLINE DATES



### February/March

Space Deadline: January 6th

Ad Materials: January 13th

Published: February 14th

### May/June

Space Deadline: April 11th

Ad Materials: April 18th

Published: May 16th

### August/September

Space Deadline: July 21st

Ad Materials: July 28th

Published: August 30th

### November/December

Space Deadline: October 10th

Ad Materials: October 17th

Published: November 15th

# PRINT & DIGITAL ADVERTISING

## AD SPECIFICATIONS

Advertising Sizes (Inches)	Width	Height
<b>Trim Size: 8.5" x 11"</b>		
**Full Page	8.75	11.25
**Half Page Horizontal	8.75	5.625
**Half Page Vertical	4.375	11.25

### \*Two Page Spread Advertisement:

Two 8.75 x 11.25 Sized Ads

### \*\*Specs For Print

Live Area 8.25 x 10.75

Trim 8.5 x 11

Bleed 8.75 x 11.25

### Display Advertising Material Requirements:

Color Mode: CMYK

Resolution: 300 DPI

Accepted Formats: PDF, JPEG, TIFF, or PNG

Note: Ad design services are available for an additional charge.

Email ads to:

**Production@empoweratlantamagazine.com**

# BANNER ADVERTISING

## BANNER AD SPECIFICATIONS

	Width	Height
Skyscraper	160	600
Wide Expanded Rectangle	300	450
Leaderboard	728	90
Banner	468	60
Inline Rectangle	300	250

### Display Advertising Material Requirements

Color Mode: RGB

Resolution: 72-92 DPI

Accepted Formats: PNG (Preferred) PDF,  
JPEG, INDD, PSD, AI

Please submit images at double the size needed to ensure clarity.

Ad design services for digital ads are also available at an additional charge.

Email your completed ads to:

**[Production@empoweratlantamagazine.com](mailto:Production@empoweratlantamagazine.com)**