

North Atlanta

FitLife

LIFESTYLE • HEALTH • FITNESS

MEDIA KIT





NORTH ATLANTA FITLIFE

WHAT WE ARE ALL ABOUT

North Atlanta FitLife is the area's only multi-media lifestyle, health and fitness brand featuring promotion in print, online and through social media and community involvement! With 8,000 copies printed bi-monthly, we focus our distribution in high population/high traffic areas, events in our area, online and digitally so our advertisers and content will reach the maximum number of people per issue.



WELCOME!

IT'S NICE TO MEET YOU

OUR MISSION

CONNECT.
ENCOURAGE.
INSPIRE!

This mission drives everything we do. North Atlanta FitLife connects, encourages and inspires our community through targeted and effective print and digital content and advertising. We connect people in our community with businesses, practices, individuals, activities, events and content that will encourage and inspire them to take the next step on their journey to a healthy, fit life.

OUR MESSAGE

LIVE WELL.
BE INTENTIONAL.
CHOOSE HAPPY!

Incorporate these in your decision making processes and they become a lifestyle, just the way we live each day.

FITLIFE EXPO

Join us each fall at the FitLife EXPO for a family friendly day of health, wellness & fitness...food drive, blood drive, vendors, pop-up fitness, vendors, demos and more! It's another way to fulfill our mission!

Tracie Morse
OWNER/PUBLISHER

PRINT & ONLINE TARGETED DISTRIBUTION

WHERE YOU'LL FIND US:

- FITNESS STUDIOS
- DOCTORS' OFFICES
- GROCERY STORES
- RESTAURANTS
- RETAIL STORES & BOUTIQUES
- MIXED-USE DEVELOPMENTS
- PHYSICAL THERAPISTS
- MEDSPAS
- SALONS
- LIBRARIES
- DENTISTS
- LOCAL RACE PACKET PICK UP
- HIGH-END APARTMENT WELCOME FOLDERS
- REAL ESTATE WELCOME FOLDERS

CITIES

ALPHARETTA
MILTON
JOHNS CREEK
SUWANEE
PEACHTREE
CORNERS

ZIP CODES

30004
30005
30009
30022
30024
30096
30097

ONLINE

WEBSITE
SOCIAL MEDIA
BLOGS
INTERACTIVE
FEATURES



PRINT & DIGITAL REACH

GET TO KNOW US

350+

*DISTRIBUTION
PARTNERS*

DISTRIBUTION AREA

ALPHARETTA

MILTON

JOHNS CREEK

SUWANEE

PEACHTREE CORNERS

60,000

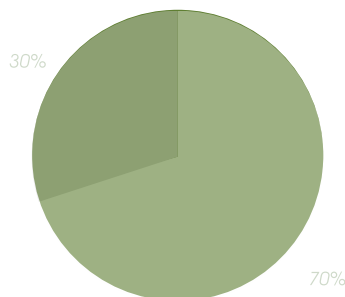
*EMAILS
REACHED*

DIGITAL DISTRIBUTION

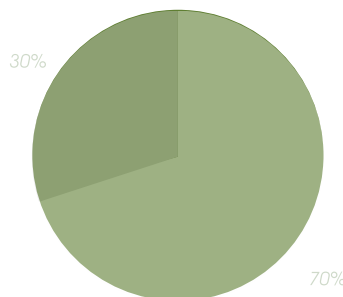
EMAIL INBOXES REACHED

EACH ISSUE

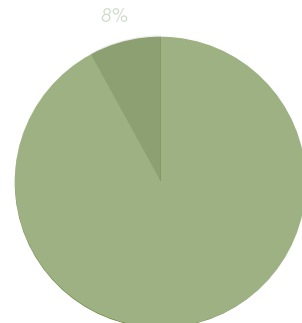
SOCIAL MEDIA



100% ORGANIC
70% NORTH ATLANTA



70-75% WOMEN
25-30% MEN



92% AGES 25-64



“Consumers trust print
advertisements 34% more
than they trust search engine
ads.”

SOURCE: RELEVANCE.COM

WHY ADVERTISE WITH NORTH ATLANTA FITLIFE?

WHAT WE CAN DO FOR YOU

PRINT IS NOT GOING AWAY

01

People love to read North Atlanta FitLife because of its size, and because it provides the tactile stimulation that doesn't come from their phone or computers screens. Oh, and did we mention great content?

TARGETED DISTRIBUTION

02

North Atlanta FitLife magazines are placed strategically in high population/high traffic areas where our advertisers and content will reach the most people per issue, and at events that connect, encourage and inspire our community.

WE'RE ONLINE, TOO!

03

Each issue of North Atlanta FitLife magazine is found on our website. Issues are promoted via email as well as through paid promotion on FB and IG, in addition to our posts. Connect with our distribution partners and Best Places to Work Out feature for links to our advertiser websites.

WHY ADVERTISE WITH NORTH ATLANTA FITLIFE?

WHAT WE CAN DO FOR YOU

SOCIAL MEDIA IS INCLUDED

04

We also promote our advertisers on social media, primarily IG & FB. Our following is 100% organic, 99% in the US, 75% in North Atlanta. 75-80% women, 20-25% men, ages 25-64. You will be reaching this important demographic in print and digitally with North Atlanta FitLife!

WE ENGAGE DIGITALLY

05

Our website includes Events, Blog, current issue, as well as features with links to advertiser websites.

NORTH ATLANTA FITLIFE

06

Highly Targeted
Cost Effective
Interactive Magazine

READY TO GET STARTED?

FIND THE RIGHT FIT

WE WORK WITH ALL BUDGETS

CHOOSE 12, 8 OR 6 MONTH PACKAGES

ASK HOW YOUR BUSINESS CAN BE FEATURED ON THE COVER

FULL PAGE
4.75" X 7.75"

1/4 Page
Horizontal
4.75" x 1.75"

1/2 Page
Horizontal
4.75" x 3.75"

1/2 Page
Vertical

2.25" x
7.75"

1/4 Page
Vertical
2.25" x
3.75"



OUT & ABOUT

WE LOVE OUR COMMUNITY



Client Testimonial

"Tracie works so hard for us advertisers. Always finding new ways to get our services out there for people to see. Many patients have told me that they found my office from the magazine."



Client Testimonial

"The cover, article, and ad look Great!!!! Thank you so much for all your help in getting this together for us. We already have someone call us about the article, and she set up an appointment for today. Great news!!"



Client Testimonial

"Tracie and North Atlanta FitLife magazine are fantastic community partners, and we've enjoyed working with them immensely."





READY TO GROW?

LET'S WORK TOGETHER TO
CONNECT, ENCOURAGE AND INSPIRE
OUR COMMUNITY



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