JEZEBEL is Atlanta’s go-to publication for all that’s hip and happening. From social coverage to inside the resto and nightlife scenes, JEZ is always in the know. Shopping, style, beauty, design, celebs, who’s who, travel and what’s trending locally—it’s all found within JEZEBEL’s pages. Part of the award-winning MODERN LUXURY network of regional publications, JEZEBEL is about the best of the best in Atlanta life. Plus, thanks to a renowned team on the ground with its pulse on the market, interactive digital brand extensions and unrivaled events, JEZEBEL excels in capturing the metropolitan lifestyle, making it a valuable partner for companies wishing to reach the city’s most affluent consumers.
The Greater Atlanta area is a leading market for affluence in the US.

40.4 million visitors to Atlanta in 2012 (a 28% increase over the past decade)

Source: Atlanta Convention & Visitors Bureau

Atlanta is the premier, luxury shopping destination of the south with the world’s most fashionable brands housed in Lenox Square, Phipps Plaza and soon, the new Oliver McMillan development, Buckhead Atlanta.

Atlanta is considered an alpha world city and is the 9th largest metropolitan area in the United States.

Source: GaWC 2010 and Atlanta Journal Constitution

Atlanta is the world’s busiest airport by passenger traffic since 1998.

Source: CNN 2012

Forbes ranked Atlanta as #22 in Best Places for Business and Careers. Atlanta is home to many Fortune 500 companies such as Home Depot, UPS, Coca-Cola, Delta, AFLAC, Southern, SunTrust, Newell Rubbermaid and Mohawk Industries.

Atlanta’s cultural scene is booming with the Atlanta Opera, the Atlanta Ballet, Alliance Theatre, Woodruff Arts Center, the High Museum, the Fox Theatre, the Buckhead Theater, Atlanta History Center, Atlanta Botanical Gardens, Philips Arena and many more!
Nearly one in five Americans are in the Millennial Generation and they spend upwards of $300 billion annually.

Millennials are expected to outspend the Baby Boomer generation by 2017, but advertisers continue to underestimate the purchasing power of these consumers.

LUXURY LIFESTYLE, AFFLUENT INFLUENCERS, THE BEST NEIGHBORHOODS. We reach our print audience with an unmatched blend of direct residential mail, controlled commercial, luxury hotel, newsstand, subscriber and event distribution throughout the Atlanta area. This happens selectively in only the top neighborhoods and retail zones and delivers an unparalleled audience.

MODERN LUXURY MAGAZINES ARE THE EXCLUSIVE MAGAZINES AVAILABLE IN THE SUITES AT TURNER FIELD AND PHILIPS ARENA, AND THE MODERN LUXURY LOUNGES AT PHIPPS PLAZA AND IN THE LUXURY WING OF LENOX SQUARE PROVIDE RESPITE— AND READING MATERIAL—for the elite and affluent consumers of Atlanta.

We have a higher number of APP DOWNLOADS and more interaction with our apps than any other local luxury lifestyle magazine. Our extensive EMAIL database and a thriving social network of active FACEBOOK fans and TWITTER and INSTAGRAM followers further enhance our digital engagement with readers.

CONTENT THAT ENGAGES AFFLUENT, EDUCATED CONSUMERS

$83,900 MEDIAN HOUSEHOLD INCOME

HOLD COLLEGE DEGREES: 91%

HOLD POST-GRAD DEGREES: 41%

98% HAVE VISITED OR CONTACTED AN ADVERTISER

SOURCES: CBS News 2010, CBS News 2013; IPSOS Merrill 2012 Affluent Adults HH $100K+;
2011 OR Media THE ATLANTAN Reader Profile Study, Audience 25-34
Who is reading Jezebel?

Appealing to the most active Atlanta consumers

69% of our readers prefer to buy luxury brands

62% of our readers find Jezebel resourceful when keeping up with fashion and style trends

Jezebel readers are...

...Engaged
Readers per copy .......................................................... 3.7
Median time spent with an issue .................................. 70 min.
Have read 3 out of 4 copies .......................................... 66%

...Affluent
Median household income ........................................... $83,900
Median net worth ......................................................... $250,000
Median home value ...................................................... $452,100

...Active
As a result of reading Jezebel
Visited or contacted an advertiser .................................. 98%
Visited an advertiser’s website ...................................... 44%

...Social trendsetters
Attended a charity event in the past year ...................... 56%
Attended a design event ............................................. 39%
Went to a bar/nightclub .............................................. 69%
Regarded as tastemakers in dining/entertainment/nightlife .... 78%
Chose “top-shelf” brands when indulging in alcohol .......... 88%

Partnering with JEZEBEL is PR marketing and branding royalty. Every interaction we have with JEZEBEL is excellence combined with beauty trend and luxury. Since partnering, we have measurable increase in new sales and new sales distribution channels, gains in niche markets, continually network with highly talented and dedicated Atlantans in the heart of the hottest spots in the city, and gain exposure with stunning ads and editorials in print and online. Partnering with JEZEBEL and the other connected magazines, gives an immediate and quantitative spike to brand image and recognition. At least once a week, there are fantastic events and opportunities to keep our marketing and sales on a forward strategic momentum and our brand exposure and PR relevant and cutting edge. With signature events, social media marketing, interactive contests, gift bag opportunities and more, our customers are excited, and we are excited to do more and more and more with JEZEBEL!

Samantha Dickey
OWNER, DIRTY BEAUTY

As a PR professional I am cognizant of my clients’ ROI, which is why I always steer them to the MODERN LUXURY model. Case in point is Here To Serve Restaurants, a group of 14 concepts that range from the elegant Prime Steaks and Sushi to the casual Noche Tapas and Tequila with a mix of everything in between. MODERN LUXURY has a magazine that speaks to all of our audiences: with the high-brow ATLANTAN to the fun and sassy JEZEBEL; trendy MEN’S BOOK and the special event location bible BRIDES ATLANTA. There is no greater coverage of my city than MODERN LUXURY.

Lisa Rayner
PUBLIC RELATIONS, HERE TO SERVE

MODERN LUXURY not only anticipates our needs, but continues to exceed any expectations we have had. Print advertising is just the beginning - from events in our ballroom to photo shoots onsite, there’s endless opportunities to explore. We’re so excited to continue to work with MODERN LUXURY, and can’t wait to see what the future brings us!

Lindsay Morrison
MARKETING MANAGER, W ATLANTA – BUCKHEAD

MODERN LUXURY and its team is continually brainstorming new ideas of where our community, Savoy at Town Brookhaven, can be featured in JEZEBEL and the MODERN LUXURY magazines to get the most out of our advertising and recently, was tremendous in helping us prepare and execute our grand opening event. They always go above and beyond in exceeding our advertising expectations and are a pleasure to work with.

Tara Brown
MARKETING MANAGER, ASHTON WOODS HOMES, ATLANTA
DISTRIBUTION
TARGETING THE MOST AFFLUENT READERS IN ATLANTA AND BEYOND

30,000
CIRCULATION

OUR MODEL
A custom survey conducted by MRI reveals a reader profile that embodies what most luxury retailers and markets would call “the perfect luxury demographic,” a highly engaged audience with a strong interest in fashion, style and luxury goods that earns more and spends more than the readers of any other local magazine.

111,000
READERSHIP

30%
CONTROLLED COMMERCIAL
Top-tier salons, private golf clubs, select retailers, medical and professional offices and private jet terminals are among the premier public locations displaying copies, adding significant breadth to our audience.

25%
DIRECT RESIDENTIAL MAIL
These copies are direct-mailed to homes in the most affluent zip codes in the Atlanta area.

15%
LUXURY HOTELS
Placed in-room and with concierges in the finest hotels, these copies reach the discerning traveler.

10%
SELECT NEWSSTAND
With targeted precision, our magazines are out to get the most exposure from airports, Barnes & Nobles, and boutique newsstand placement throughout the city.

10%
SUBSCRIBER
These copies are mailed to our loyal group of subscribers throughout metro Atlanta and the Southeast.

10%
EVENT DISTRIBUTION
Our magazines will always be at the most important, most exclusive, can’t-be-missed events throughout the year.

★
DIGITAL DISTRIBUTION
Tablet devices and smartphones are reinventing how our readers consume content. Accordingly, JEZEBEL is available in both app and digital edition formats.

FULL-SERVICE CUSTOM PUBLISHING
- Custom print and digital ad design services
- Custom print and digital advertorial layout design, photography and creation
- Print and digital high impact unit concept and creation
- Photography for special events

DIGITAL ADVERTISING
- Online advertising on ModernLuxury.com and through custom–designed microsites and videos
- Digital editions with interactive links and enhanced advertising options
- Email marketing via weekly e-newsletter or dedicated e-mails deployed to our curated subscriber list
- Mobile apps with customized in-app interactivity
- Social media campaigns reaching our dedicated Facebook fans and Twitter followers

EVENTS & PROMOTION
- Event creation—exclusively tailored events for highly targeted local influencers
- Signature events presented throughout the year, designed to generate sales, build brand awareness and create strategic alliances among leading upscale brands
- Event sponsorships that leverage our high-profile local and national partnerships. JEZEBEL offers advertisers affiliations with complementary organizations and generates additional brand exposure to a broader, more involved audience.
EDITORIAL CALENDAR

ULTIMATE IN-THE-KNOW ACCESS TO A LUXURY LIFESTYLE

JANUARY | ULTIMATE TRAVEL ISSUE
AD CLOSE: DEC 1, 2013 | MATERIALS DUE: DEC 1, 2013 | ON SALE: JAN 1

FEBRUARY | 101 MUST-TRY TASTES, A CULINARY ADVENTURE IN A-TOWN
AD CLOSE: JAN 1 | MATERIALS DUE: JAN 1 | ON SALE: FEB 1

MARCH | SPRING FASHION ISSUE
AD CLOSE: FEB 1 | MATERIALS DUE: FEB 1 | ON SALE: MAR 1
Special Promotional Section: The Luxury Boutique Collection

APRIL | BEST OF ATLANTA ISSUE
AD CLOSE: MAR 1 | MATERIALS DUE: MAR 1 | ON SALE: APR 1

MAY | ARTS AND ENTERTAINMENT GUIDE
AD CLOSE: APR 1 | MATERIALS DUE: APR 1 | ON SALE: MAY 1
Special Promotional Section: The Luxury Nightlife Collection

JUNE | WEEKEND ESCAPES ISSUE
AD CLOSE: MAY 1 | MATERIALS DUE: MAY 1 | ON SALE: JUN 1

JULY | 100 BEST RESTAURANTS
AD CLOSE: JUN 1 | MATERIALS DUE: JUN 1 | ON SALE: JUL 1

AUGUST | MOST ELIGIBLE ATLANTAANS
AD CLOSE: JUL 1 | MATERIALS DUE: JUL 1 | ON SALE: AUG 1

SEPTEMBER | FALL FASHION ISSUE
AD CLOSE: AUG 1 | MATERIALS DUE: AUG 1 | ON SALE: SEP 1
Special Promotional Section: The Luxury Boutique Collection

OCTOBER | BEST IN CLASS AUTO AND BREAST CANCER AWARENESS
AD CLOSE: SEP 1 | MATERIALS DUE: SEP 1 | ON SALE: OCT 1
Special Promotional Section: Who’s Who of Atlanta Medical Professionals

NOVEMBER | ANNIVERSARY ISSUE AND MOST BEAUTIFUL ATLANTAANS
AD CLOSE: OCT 1 | MATERIALS DUE: OCT 1 | ON SALE: NOV 1

DECEMBER | ULTIMATE GIFT GUIDE
AD CLOSE: NOV 1 | MATERIALS DUE: NOV 1 | ON SALE: DEC 1
Special Promotional Section: JEZEBEL’S Holiday Hot List

IN EVERY ISSUE

NEW+NEXT
Of the moment people, places and things
Music, arts scene and calendar

SOCIAL CIRCLES
Charity and exclusive event coverage
Hot Shots weddings
2 degrees of Atlanta
Voyeur with Q100’s Jeff Dauler

A-LIST
Exclusive one-on-one celebrity interviews
Celebrity sightings in the city

LOOKBOOK AND STYLE
Inside Atlanta’s fashion scene
Photographic fashion expressions for men and women
Fashion trends and how to get the look
Best dressed Atlantans & style on the street

VANITY+OBSESSSION
New and innovative products, procedures & spas
Profile of a beauty maven

MIND+BODY
Stylish gear & fitness tips
Health, wellness & nutrition

SPACES+DESIGN
Decor, furniture trends & chic homes
Expert profiles and tips

MEET+GREET
Introducing Atlanta’s most in-the-know peeps
Tweet Elite

EAT+DRINK+PARTY
New restos & cool cuisine
Nightlife, wine, beer & spirits

RIDES
Today’s hottest automobiles

GET OUTA TOWN
Top spots in the most well-traveled cities
Weekend getaways
Exotic vacation getaways

HOTSHOTS
Atlanta’s cool set captured out and about
EVENTS

SIGNATURE AFFAIRS WITH ACCESS TO ATLANTA’S ELITE SOCIAL CIRCLES

FEBRUARY | JEZEBEL PRE-WALNTINE’S PARTY (NEW IN 2014)
A party for all lovers, single or spoken for, we come together for a night to celebrate love with JEZEBEL’s sexy and influential Atlantans. This is your chance to meet your match or find a date for V-Day. Or just have fun watching it all go down.

MARCH | JEZEBEL ST. PATRICK’S DAY PARTY (NEW IN 2014)
It’s time to get Green with JEZEBEL for the best St. Patrick’s Day party in the city. Private VIP party for JEZEBEL’s readers and entry into the East Andrews Block party.

MARCH | JEZEBEL BEST OF THE CITY PARTY (NEW IN 2014)
Hosted by Editor-in-Chief Allison Mitchell, the event will bring together some of the brightest stars in culture, fine dining, design and fashion while celebrating Atlanta’s most esteemed, creative and eclectic as we announce the Winners of the 2014 Best of the City.

MAY | JEZEBEL INFLUENTIAL INSIDERS UNDER 35 (NEW IN 2014)
JEZEBEL celebrates Atlanta’s Influential Insiders of Atlanta with a party in their honor. Young business professionals will mix and mingle to expand their business networks.

JUNE | JEZEBEL 100 BEST RESTAURANTS
Join JEZEBEL as we toast to the city’s best, most fabulous restaurants with a party to announce the Winners of the 100 Best Restaurants in Atlanta.

JULY | FIT & FABULOUS IN ATLANTA
THE ATLANTAN in partnership with JEZEBEL gives health and wellness a facelift with an event focused on helping our readers be as Fit and Fabulous as they can be. Doctors, Trainers, Stylists, Nutritionists (just to name a few) will be on site to give expert advice and offer tips and tricks for healthy living.

AUGUST | JEZEBEL’S MOST ELIGIBLE MIXER
Our 2014 Most Eligibles will have the chance to meet & mingle, and just maybe become UN-eligible.

AUGUST | JEZEBEL’S MOST ELIGIBLE PARTY
Just when you thought it couldn’t get any hotter, here comes this year’s class of Most Eligible Atlantans. Come rub elbows with the 20 most eligible, fun-loving, intelligent, attractive men and women of 2014.

OCTOBER | JEZEBEL’S HALLOWEEN PARTY
Continuing from last year’s successful event, JEZEBEL hosts the city’s largest and most talked about Halloween Party, yet again!

NOVEMBER | JEZEBEL’S MOST BEAUTIFUL MIXER
Our 2014 Most Beautiful Atlantans will be honored with a meet and greet just for them and all the Beautiful VIPs of Atlanta.

NOVEMBER | JEZEBEL’S ANNIVERSARY PARTY
It’s only fitting that Atlanta’s luxury lifestyle magazine celebrates its birthday by honoring the city’s most beautiful people. This November, the men and women who define the image of outer and inner beauty help JEZEBEL celebrate its 18th anniversary.

DECEMBER | JEZEBEL VIP HOLIDAY MIXER
Young professionals mix and mingle one last time before the year comes to an end.
MODERN LUXURY is the preeminent luxury lifestyle publisher in the US with 45 titles spanning the top markets in America. Whether it’s a revealing celebrity profile, a special feature on the chicest trends in design, cutting-edge fashion spreads or an in-depth review of city hot spots, MODERN LUXURY excels in capturing the urbane metropolitan lifestyle. MODERN LUXURY benefits from the management services of Cumulus Media. As the nation’s second-largest broadcaster, Cumulus Media operates more than 500 radio stations in 120 US cities, reaching 200 million listeners each week.