

## local • uplifting • positive

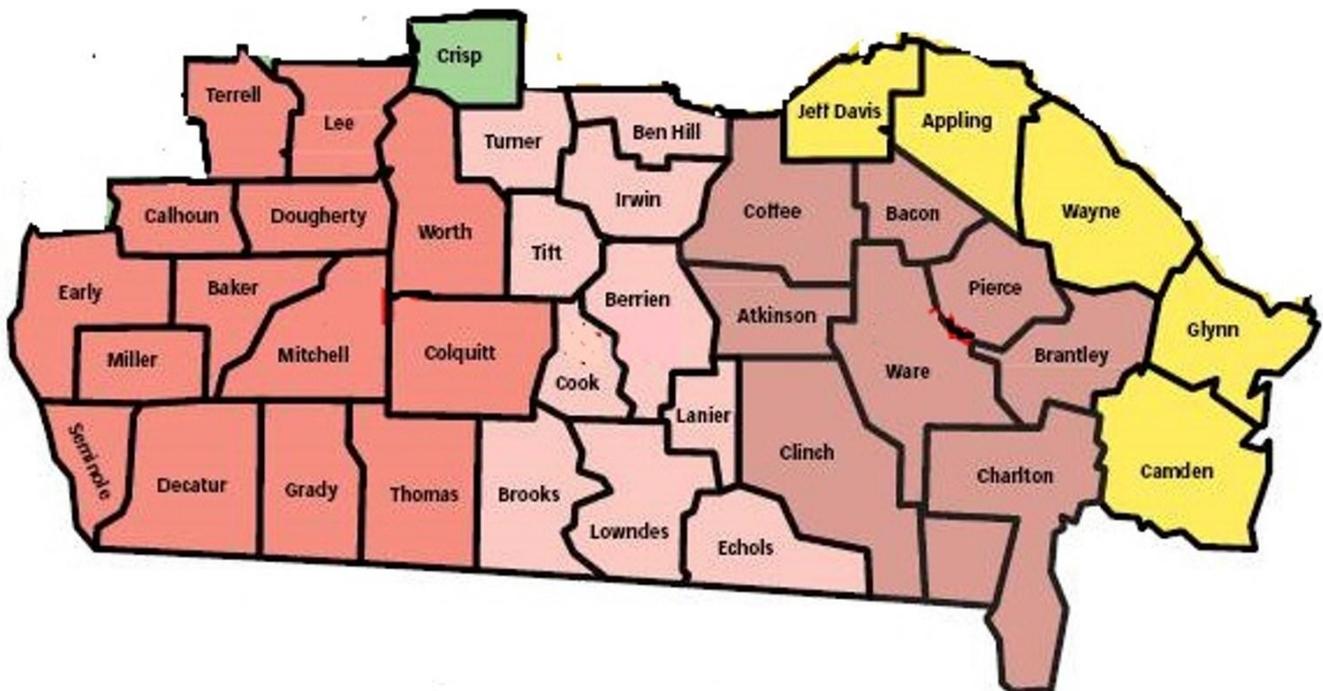
South Georgia Today is an independent digital magazine that launched in August of 2017.

Our primary mission is to report to our readers those stories which are local, uplifting and positive. Our intention is for South Georgia Today to be a community focused digital magazine, written for local people, by locally talented writers.

Our magazine is updated daily, making it the first truly daily digital magazine in the South Georgia area.

## demographics and analytics

### coverage area



## county by county demographics including the top 10 most populated counties

County	Population	Avg Household Income	Home Ownership Percentage	Median Age
Lowndes	115,489	\$ 38,915.00	51%	29.2
Dougherty	89,502	\$ 33,605.00	46%	34.6
Glynn	85,282	\$ 46,475.00	61%	40.6
Camden	53,044	\$ 53,327.00	58%	31.5
Colquitt	45,835	\$ 33,968.00	62%	35.8
Thomas	44,779	\$ 38,241.00	61%	39.6
Coffee	43,014	\$ 34,536.00	66%	35.6
Tift	40,598	\$ 37,613.00	58%	35.2
Ware	35,871	\$ 34,705.00	61%	38.2
Wayne	29,817	\$ 39,908.00	65%	37.9
<b>Top 10 Total/Avg</b>	<b>583,231</b>	<b>\$ 39,129.30</b>	<b>59%</b>	<b>\$ 35.82</b>
<b>38 County Total/Avg</b>	<b>983,712</b>	<b>\$ 36,079.36</b>	<b>67%</b>	<b>\$ 39.05</b>

## Reach

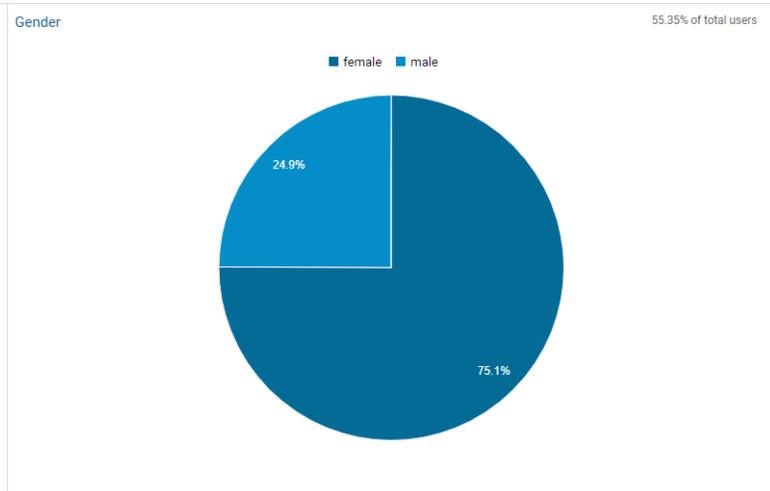
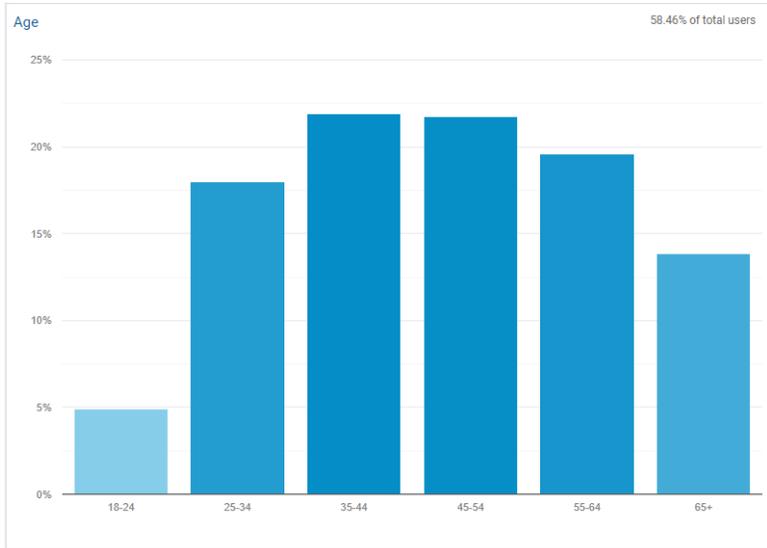
### By Country

1.  United States	17,613	<div style="width: 94.86%;"></div> 94.86%
2.  India	150	0.81%
3.  Peru	134	0.72%
4.  Philippines	99	0.53%
5.  Brazil	77	0.41%
6.  France	76	0.41%
7.  Canada	47	0.25%
8.  United Kingdom	37	0.20%
9.  Russia	34	0.18%
10.  China	30	0.16%

### By City

Valdosta	<b>3,914</b> (35.26%)	7,209 (40.58%)
Atlanta	<b>1,656</b> (14.92%)	2,509 (14.12%)
Moultrie	<b>408</b> (3.68%)	710 (4.00%)
Fitzgerald	<b>384</b> (3.46%)	897 (5.05%)
(not set)	<b>373</b> (3.36%)	467 (2.63%)
Hahira	<b>271</b> (2.44%)	451 (2.54%)
Albany	<b>251</b> (2.26%)	386 (2.17%)
Tifton	<b>251</b> (2.26%)	355 (2.00%)
Perry	<b>243</b> (2.19%)	312 (1.76%)
Gray	<b>182</b> (1.64%)	247 (1.39%)

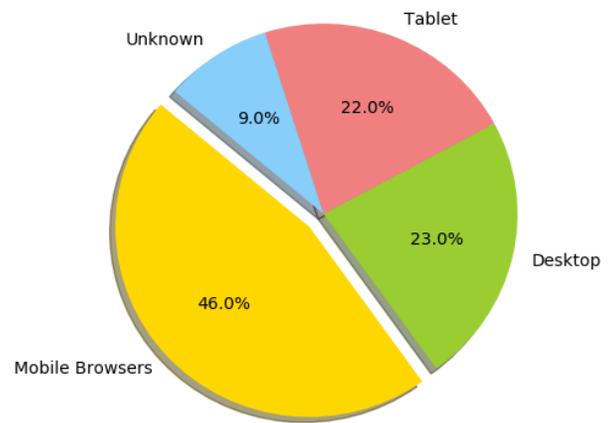
## audience and access



Our analytics show that over 70% of our readers view us on a mobile device, which is much higher than the industry standards for online searches (58%).

Recent studies show that 85% of all U.S. adults read the news on their smart phone.

(Source: [www.expandedramblings.com](http://www.expandedramblings.com), June, 2018)



## editorial content

We are very proud of the editorial content found on South Georgia Today. We have some of the very best local talent sharing their stories with us.

Just a few of the topics we cover:

- Travel
- Tech tips
- Comedy
- Community focus
- Contributor columns
- Meet your neighbor
- Churches at work
- Power of volunteering
- Business Spotlight
- Calendar of events

We recently launched our new food blog; *GRITZ N GRAVY*, where we cover:

- Kitchen tips
- Recipes
- Restaurant reviews
- Wine recommendations

# why should you advertise with us

Advertising with South Georgia Today gives you the ability to reach those potential customers daily, through a medium that is wildly popular with most people today. We all know printed newspapers are a dying breed, and in fact, most millennials have never even opened a real newspaper.

With streaming devices, most TV viewers no longer see commercials, and with paid music services, most no longer hear radio commercials.

**But the one thing most everyone does every single day  
is visit the internet**

**And only digital can give you real-time analytics on your ad and how well it is performing. We monitor impressions and click through rates to ensure your advertisement is performing well and working hard to promote your business.**

In addition, South Georgia Today has a very strong social media presence. With accounts on Facebook, Instagram, Pinterest and Twitter, we feel we have covered all the bases. Recent analytics show that over 2 billion consumers use social media daily, so as savvy business owners, we must be there to greet them. Your advertising dollar will be working across all our social media platforms.

And because **93% of consumers use search engines to research local businesses**, we work hard on our SEO to make sure that your business is getting noticed.

**YOU WILL NEVER SEE A GOOGLE AD ON OUR MAGAZINE.**

**And**

**NO ADVERTISING CONTRACTS**

And while we don't guarantee any number of hits, views, impressions or clicks, but do believe you should know those numbers to make informed decisions for your business' future advertising needs. And for this reason, you will receive an **Advertisement status report on your monthly renewal date.**

Our ad design team works diligently to create a visually appealing and informative advertisement for your business. One huge benefit of digital advertising is the ability to change your ad more frequently, if you desire.

You'll find us very different from other advertising mediums you may have worked with in the past. Here, you're in charge, and we work very hard to make sure you are completely satisfied with the content and look of your ad.

**As a small but rapidly growing company, we are extremely flexible, in working with you, our most trusted clients.**

Digital magazine engagement has risen from 36.8% in 2015 to 42.4% in 2018. (Source: [www.statista.com](http://www.statista.com), June 2018)

# advertising opportunities

We offer a huge range of advertising options at South Georgia Today.

Placement of your ad is based on just how much you want to spend, on whether you expect more impressions, or if your desire is for more clicks, we have something to fit your budget.

## Front Page Ads

Only the banner ad will repeat at the top of every page within the magazine

- FP Banner - 825 px Wide X 160 px High (1)
- FP Divider - 825 px Wide X 160 px High (1)
- FP Horizontal - 695 px Wide X 130 px High (3)
- FP Side Bar - 325 px Wide X 300 px High (5)

## Post Page Ads

- PP Side Bar - 325 px Wide X 300 px High (6)
- PP Horizontal - 695 px Wide X 130 px High (1)

## Gritz N Gravy Page Ads

- GG Horizontal - 695 px Wide X 130 px High (5)

We are family-oriented start-up who value and appreciate each of our colleagues' individual talents and experiences.

Here at South Georgia Today we all communicate regularly to stay abreast of our customer's ever-changing needs in the advertising world.

We are all very close to our mission of providing positive, uplifting and local content to our readers. We each consider it a privilege to be a part of such a worthwhile mission.

We sincerely hope you'll come be a part of the South Georgia Today family.

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