

RoughDraft

atlanta

Media Kit | 2025

RoughDraft
atlanta



Rough Draft is metro Atlanta's leading hyperlocal media organization, reaching the city's most dynamic, affluent, and influential audience. For three decades, our high-quality journalism has delivered non-sensational news across print and digital to almost a million readers each month.

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RoughDraft
atlanta

—
The news
people
need...

EDUCATION



LOCAL GOVERNMENT



PUBLIC SAFETY

and the
content they
crave.

DINING

REAL ESTATE

ARTS & CULTURE

What Atlanta Reads

RoughDraft
atlanta

Brookhaven Reporter
A RoughDraft Publication

Sandy Springs Reporter
A RoughDraft Publication

Atlanta Intown
A RoughDraft Publication

Dunwoody Reporter
A RoughDraft Publication

Buckhead Reporter
A RoughDraft Publication

Tucker Reporter
A RoughDraft Publication

Side Dish
By RoughDraft

Sketchbook
By RoughDraft

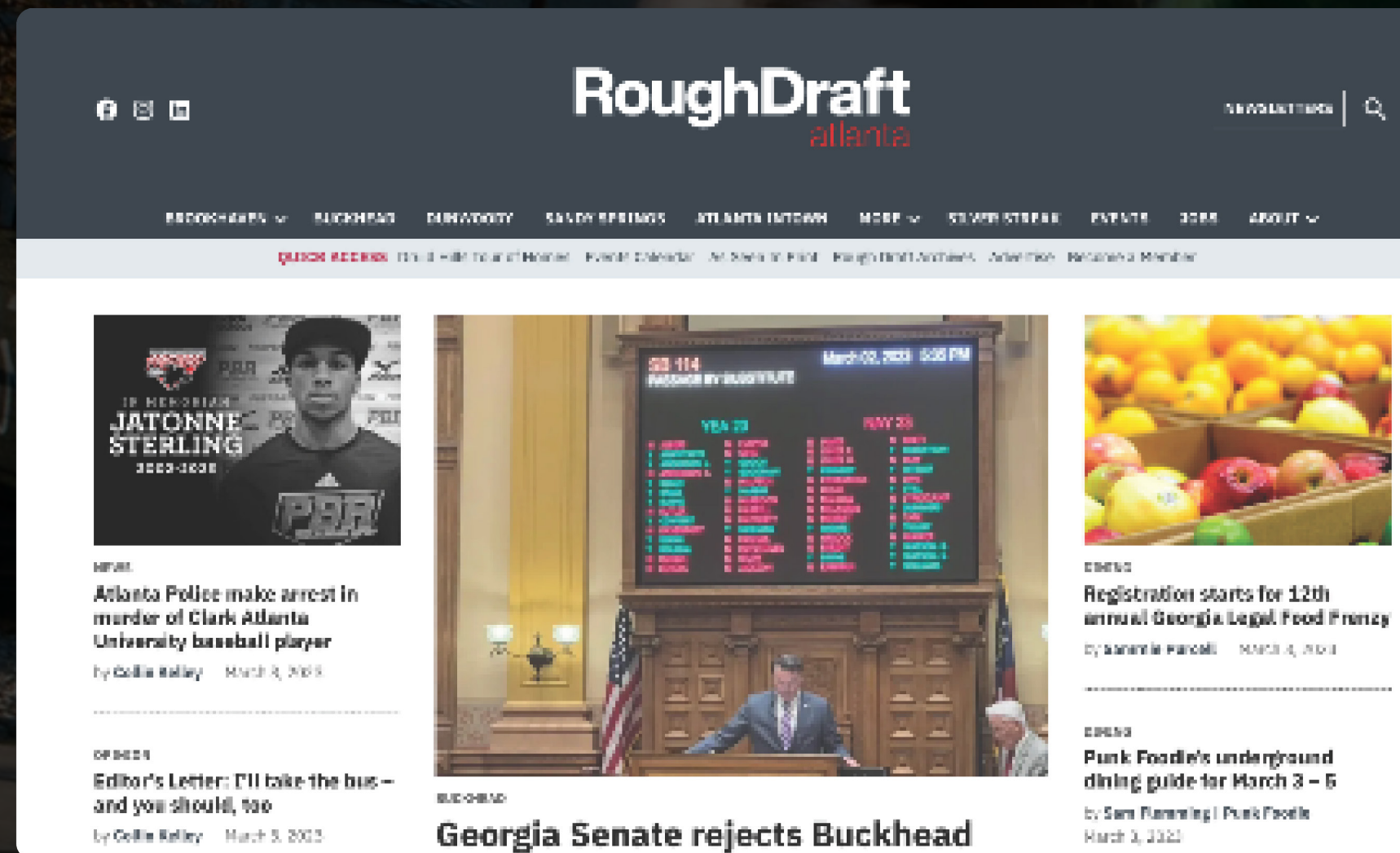
Scene
By RoughDraft

Sideline
By RoughDraft

Y'alla
By RoughDraft

Our Reach | Digital

Total Audience 750k+



WEBSITE

195,000

Unique visitors/mo
(300,000 page views/mo)

NEWSLETTERS

55,000+

Subscribers
(1.6 million* emails/mo)

SOCIAL MEDIA

300,000

Followers

AD IMPRESSIONS

1.2 million

Monthly

*Open Rate: 48% (2x Industry Avg)

*Click Rate: 7%

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RoughDraft
atlanta

Our Reach | Print

90,000 copies
reaching more than
230k readers each
month

REPORTER NEWSPAPERS

Direct mailed to Brookhaven,
Buckhead, Dunwoody, Sandy Springs
and Tucker

63,000



ATLANTA INTOWN

Direct mailed to Midtown, Ansley Park,
Inman Park, Virginia Highland, Morningside,
Emory, Druid Hills, and more.

27,000



Our Reach | LGBTQ+

Georgia's leading
publication for LGBTQ+
news and information

GEORGIA VOICE

Distributed at leading businesses
across metro Atlanta.

4,500



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Affluent & Influential

Sandy Springs Reporter
A RoughDraft Publication

Dunwoody Reporter
A RoughDraft Publication

Brookhaven Reporter
A RoughDraft Publication

Buckhead Reporter
A RoughDraft Publication

Tucker Reporter
A RoughDraft Publication

Atlanta Intown
A RoughDraft Publication



83%
Are current
homeowners

77 %
Have owned for
more than 4
years



53%
Female

47%
Male



Readers age
25-54
make up 78% of our
audience

50% have
household income
above
\$150k

Community at the Core

Sponsors of

Atlanta Contemporary
Atlanta Dogwood Festival
Atlanta Food & Wine Festival
Atlanta Jewish Film Festival
Atlanta Pride
Attack of the Killer Tomato Festival
Brookhaven Cherry Blossom Festival
Decatur Book Festival
Druid Hills Tour of Homes
Dunwoody 4th of July Parade
Food that Rocks
JBook Festival of the MJCCA
JF&CS The Tasting
Midtown High School Alumni Association
Spruill Center for the Arts
Virginia Highland Porchfest
Westside Stride
Wholesome Wave Georgia

Members of

Atlanta Press Club
Brookhaven Chamber of Commerce
Central Atlanta Progress
Georgia Press Association
Google News Initiative
LION Publishers
National LGBT Media Association
Newspack
Online News Association
Perimeter Chamber
Sandy Springs Perimeter
Chamber of Commerce

Content Partnerships

Atlanta Civic Circle
Canopy Atlanta
Capitol Beat
Forward
Georgia Public Broadcasting
Georgia Recorder
Hands on Atlanta
Hypepotamus
KHN
ProPublica
Saporta Report
SCORE Atlanta
The Atlanta Journal-Constitution
WABE
Washington Blade
WSB-TV

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RoughDraft
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60+ awards for editorial and design excellence

Our journalists, designers, and advertising executives have been consistently recognized by our peers for excellence in journalism, presentation, and business. Our papers and digital products have consistently been recognized for excellence in Investigative Reporting, Local News, Serious and Humorous Columns, Business Writing, Page One Design, Photography, and Best Website.



Media Voices (International)

Winner: Rough Draft Atlanta Category (2024)

Finalists: Rough Draft, Sketchbook, Side Dish (2024, 2025)

Local Media Association

Second Place: Best Newsletter Strategy (2024)



THE PUBLISHER NEWSLETTER
AWARDS

Best Local &
Community Newsletter
2024

In good company

Atlanta Fine Homes | Sotheby's
INTERNATIONAL REALTY



ENGEL & VÖLKERS



**The Atlanta
Journal-Constitution**



**Alliance
Theatre**



GEORGIA
PROPERTIES



ANSLEY
REAL ESTATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE





Thank you

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