

RoughDraft

atlanta

Media Kit | 2026

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

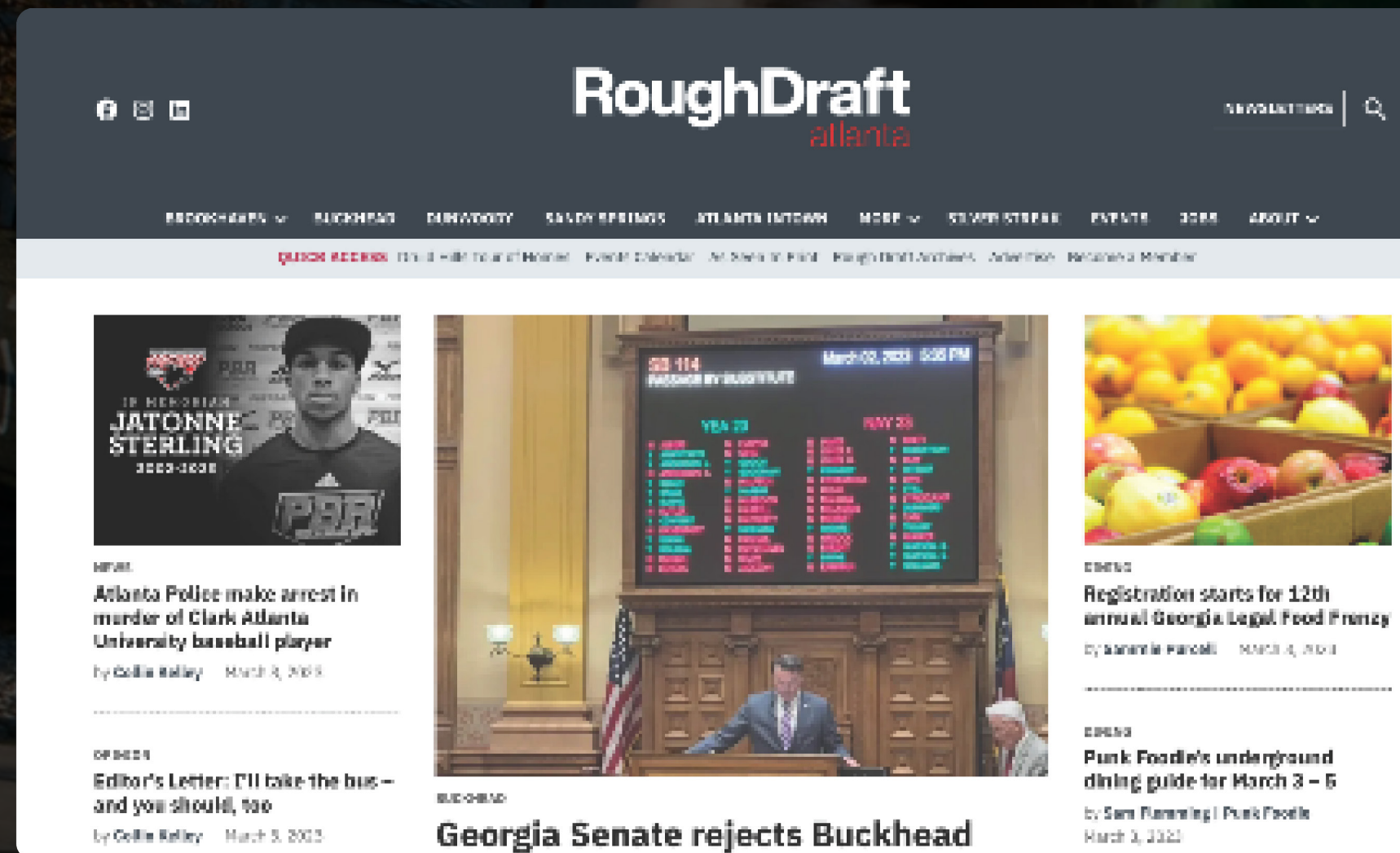
Scene
By RoughDraft

Family Meal
By RoughDraft

Y'all
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.

4,000



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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

55% have household income above

\$150k

Community at the Core

Sponsors of

Ansley Park Tour of Homes
Atlanta Contemporary
Atlanta Jewish Film Festival
Atlanta Pride
Book Festival of the MJCCA
Brookhaven Cherry Blossom Festival
Decatur Book Festival
Dogwood Festival
Druid Hills Tour of Homes
Dunwoody 4th of July Parade
Food That Rocks
Giving Kitchen
JF&CS The Tasting
Midtown High School PTO
Spruill Center for the Arts
The Spring
Virginia Highland Porchfest
Virginia Highland Tour of Homes
Westside Stride
Wholesome Wave Georgia

Members of

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

Content Partnerships

Atlanta Civic Circle
Canopy Atlanta
Forward
Georgia Public Broadcasting
Georgia Recorder
Hands on Atlanta
Hypepotamus
KHN
ProPublica
Saporta Report
SCORE Atlanta
TrustDale
VOX ATL
WABE
Washington Blade
WSB-TV

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

K KAPLAN
ORTHODONTICS

ENGEL & VÖLKERS

THE
PIEDMONT
AT BUCKHEAD



the
Bremman
MUSEUM
Jewish History, Culture and Arts



The Atlanta
Journal-Constitution


COLDWELL BANKER

Alliance
Theatre

SCAD
The University for Creative Careers


NORTHSIDE
HOSPITAL



City of
Dunwoody
Georgia


scenthound

marta 

JARED SAPP
REAL ESTATE GROUP

 Decide DeKalb
Development Authority

BERKSHIRE
HATHAWAY
HOMESERVICES | GEORGIA
PROPERTIES

H I G H

A N S L E Y
REAL ESTATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

 HammerSmith
Live Brilliantly

 Georgia
Power



Thank you

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