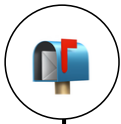


Rough Draft is a growing ecosystem of trusted, local journalism, covering the news people need and the stories they crave.

With three of Georgia's last great print mastheads delivered free via **direct mail**, a **newsletter portfolio** readers build into their day, and a **digital presence** designed for credibility over clicks, we pride ourselves on over three decades of award-winning, non-sensational reporting.

Reach over **1 million** engaged, local consumers.



Print

100K Monthly Copies

95% Direct Mail

✓ Own the mailbox.



Newsletters

1.6M+ Monthly Sends

48% Average Open Rate

✓ Own the inbox.



Digital & Social

300K+ Social Followers

560K+ Monthly Page Views

✓ Own the feed.



Own the portfolio.

Affluent and plugged-in, Rough Draft meets our across every touchpoint: 13 newsletters on a daily and weekly cadence, social created to be shared, print delivered straight to their mailbox.



Over 75%

\$100K+ Household Income
55% < \$150K



Over 78%

Aged 25-54
Active, Young & Savvy



Over 83%

Current Homeowners
77% Own 4+ Years



55/45

Male/Female Readership
Even Consumer Split



95%

Direct Mail Print
5% Strategically Distributed

Activate the full Rough Draft portfolio.

- ✓ **Quality:** 60+ Editorial & Design awards
- ✓ **Curated:** Direct mail to hand-selected zipcodes
- ✓ **Selective:** < 11 digital ads per page
- ✓ **Authentic:** Over 3 decades of brand-safe journalism
- ✓ **Reliable:** 48% newsletter open rate, 2x benchmarks

A qualified, trusting audience across all digital & physical touchpoints.



A growing ecosystem.

- 10** Full-Time Journalists (from 2)
- 13** Newsletters (from 1)
- 26%** Digital Share of Revenue (from 2%)
- 20%** Portfolio Revenue Growth YOY

Since 2020.





Print

RoughDraft

atlanta



70K

Rough Draft in Print

- ✓ Sandy Springs: 22K
- ✓ Buckhead: 16K
- ✓ Dunwoody: 10K
- ✓ Brookhaven: 10K
- ✓ Norcross: 7K
- ✓ Tucker: 5K

95% direct to mailbox across 12 qualified zip codes.



3.5K

Georgia Voice

- ✓ Available at Top Businesses
- ✓ LGBTQ+ Venue Distribution
- ✓ Pride Issue: 7.5K in October
- ✓ Destination Gay Atlanta

The Southeast's premier LGBTQ+ news publication.



27K

Atlanta Intown

- ✓ Ansley Park
- ✓ Candler Park
- ✓ Decatur
- ✓ Druid Hills
- ✓ Emory
- ✓ Inman Park
- ✓ Midtown
- ✓ Morningside
- ✓ Old Fourth Ward
- ✓ Virginia-Highland

Atlanta's most established neighborhoods.

250K+ Monthly Readers.

Custom Inserts
Cover Placements
Branded Content
& More

Own the mailbox.

Editorial Highlights.

- Sept – Education, Ansley Tour of Homes
- Oct – Atlanta Pride, Westside Stride
- Nov – City of Tucker Anniversary
- Dec – Year in Review, Holiday Gifts
- Jan – “20 Under 20”



Newsletters

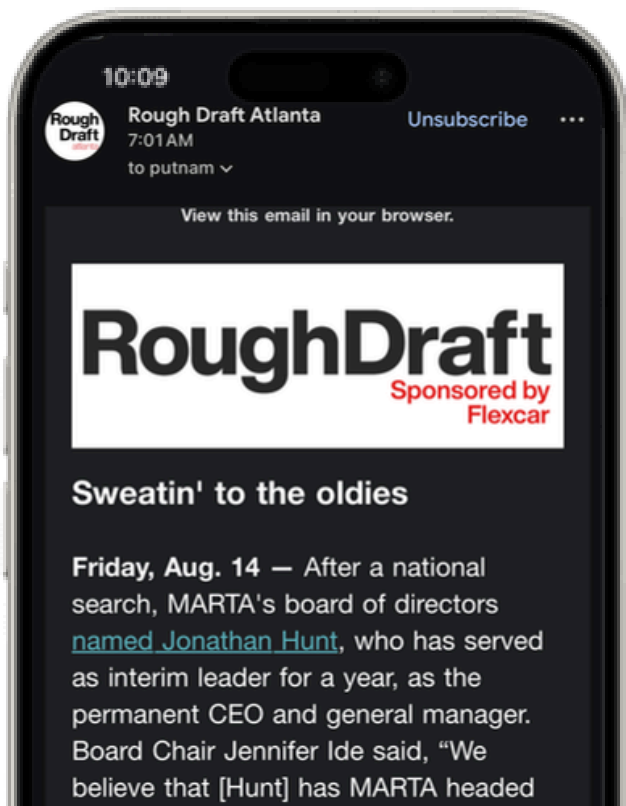
RoughDraft
atlanta

RoughDraft atlanta

Our flagship **daily** newsletter

- ✓ **50K** Daily Subscribers
- ✓ **48%** Avg. Open Rate
- ✓ **Daily** Local News & Stories
- ✓ **Mon-Fri** – 7a Delivery
- ✓ **Sat-Sun** – 8a Delivery

“Even my friends who don't follow the news read **Rough Draft.**”



Rough Draft **dunwoody** – wednesdays

Rough Draft **norcross** – fridays

Rough Draft **sandy springs** – fridays

Rough Draft **tucker** – fridays

Side Dish – dining news, tuesdays

Scene – entertainment, fridays

Family Meal – local food & chefs, thursdays

Sketchbook – local art, wednesdays

Stacks – books & authors, sundays

The Reset – health & wellness, wednesdays

Crosswalk – LGBTQ+, wednesdays

Y'alla – Jewish community, thursdays

Silver Streak – active seniors, tuesdays

Extend your reach with our weekly lifestyle newsletters

Our fastest growing, most engaging vertical.

Sponsored Stories
Display Placements
Text Placements
& More

Own the inbox.



Digital & Social

RoughDraft
atlanta



950K+

Avg. Digital Reach

- ✓ **1.2M+** Monthly Impressions
- ✓ **560K+** Avg. Page Views
- ✓ **100%** Direct Sold, No Programmatic
- ✓ **Share-of-Voice** Model to Fit Any Budget
- ✓ **Fewer than 10 Ads** per Page, No Clutter
- ✓ **Brand-Safe Impressions**



300K+

Social Media Followers

- ✓ **Dedicated Social Producer**
- ✓ **32K+ Instagram** – Fastest Growth
- ✓ **24K+ Facebook** – Most Engaged
- ✓ **166K+ Twitter / X** – News Consumers
- ✓ **2K+ LinkedIn** – Savvy Business Leaders
- ✓ **Paid Media Strategy** – Portfolio Growth



Daily Reels

Facebook, Instagram & YouTube



Daily cadence of custom 9:16 social video



Produced by Rough Draft's in-house social lead



Cross-posted across platforms for added reach



Archived across platforms indefinitely

Own the feed.





Branded Content

RoughDraft
atlanta

Your Story in Print



Written by Rough Draft's **award-winning team**



Flows with trusted editorial



No ad blockers or bots



Evergreen shelf life



Print Ads available for additional exposure



Cross-promoted across all channels.

SPONSORED BY SOUTHERN COMPANY

Celebrating the Energy of the TOUR Championship



Payne Stewart Award presented by Southern Company

The commitment to community also extends to the Payne Stewart Award, which is presented annually during the week of the TOUR Championship to a professional golfer who has exemplified the values of integrity, sportsmanship, and community service. The award is named after the late Payne Stewart, a four-time PGA TOUR champion and a devoted philanthropist. Stewart was a role model for many young people, and his legacy continues to inspire the golfing community and beyond.

ing Native American youth and their communities. Through its programs, the NHI Foundation has reached more than 85,000 Native American youth and their families across the United States, supporting initiatives focused on physical activity, nutrition, youth development and cultural connection. The Payne Stewart Award includes a \$100,000 charitable grant, with \$50,000 directed to a cause selected by the recipient and \$50,000 to the Stewart Family Foundation. Payne III has chosen to direct his funds to the NHI Foundation and the Alzheimer's Community Foundation, which aids in promoting educational, healthcare, and economic opportunities in Appalachia, New Mexico and in surrounding communities.



Driving good energy Southern Company views community impact as a year-round commitment, not a once-a-year obligation. The TOUR Championship serves as a catalyst for collaboration among nonprofits, business leaders and community stakeholders working toward common goals. By leveraging the visibility and influence of professional golf, Southern Company helps generate momentum that creates meaningful change across Atlanta's neighborhoods.



Payne III, the only full-blooded Native American to compete in the PGA TOUR, shows a similar mission of helping others with his NHI Foundation, a nonprofit organization committed to addressing health and wellness challenges fac-

Every year, the TOUR Championship brings the world's best golfers to Atlanta's historic East Lake Golf Club for the thrilling conclusion of the PGA TOUR season. While the competition captures national attention, the tournament's most enduring impact is felt by beyond the fairways. For Southern Company, a Proud Partner of the TOUR Championship and Official Energy Company of the PGA TOUR, the event represents far more than a sporting spectacle - it is a powerful platform for strengthening communities, aiding classrooms and creating opportunities that last generations.

A partnership with a purpose The story of Atlanta's most successful corporate citizens, Southern Company has built its reputation on the belief that success should be measured not only by business performance, but also by the positive difference made in the communities it serves. That philosophy is on full display through its decades-long involvement with the TOUR Championship and the many charitable initiatives connected to the tournament.

Here in Atlanta, the TOUR Championship has raised more than \$75 million for local nonprofit organizations since the event was first played at East Lake Golf Club in 1986. Southern Company, alongside fellow Proud Partners, has played a significant role in helping make these contributions possible. The beneficiaries of these efforts are organizations that are transforming lives across Metro Atlanta. From East Lake Foundation and First Tee - Metro Atlanta to Payson Health Services, Atlanta, Forward Community Strategist and the Green Park Foundation, funds generated through the tournament support education, youth development, neighborhood revitalization and pathways to economic opportunity. These organizations share a common mission: creating stronger, more vibrant communities where individuals and families can thrive.



Your Digital Story



Written by Rough Draft's **award-winning team**



100% share-of-voice



Homepage visibility for **1 month**



Cross-promoted via newsletters, social & ROS



Archived for ongoing SEO value

Own the story.

Celebrating the Energy of the TOUR Championship



Content Provided by Southern Company
August 1, 2026 | 7:00 am



Every year, the TOUR Championship brings the world's best golfers to Atlanta's historic East Lake Golf Club for the thrilling conclusion of the PGA TOUR season. While the competition captures national attention, the tournament's most enduring impact is felt by beyond the fairways. For Southern Company, a Proud Partner of the TOUR Championship and Official Energy Company of the PGA TOUR, the event represents far more than a sporting spectacle - it is a powerful platform for strengthening communities, aiding classrooms and creating opportunities that last generations.

Rough Draft believes that engaging with our local community is key to building trust with audiences and value for our partners.

We **allocate 10% of digital inventory** to nonprofit community partners. With other strategic sponsorships, we invest directly in the organizations that make Atlanta one of the most dynamic cities in the world.

In 2025, we donated **over \$188K** in annual In-Kind Media Value.



Active Sponsorships & Memberships



Content Partnerships



Community Events





Real Estate



Education



Healthcare



Financial Services



Arts & Culture



Civic Organizations