

# Peachtree Papers

**Published quarterly**, *Peachtree Papers* is the official magazine of The Junior League of Atlanta, Inc. Mailed directly to the homes of our 4,500 members, the magazine keeps our membership up-to-date on community issues and the health and education programs we provide for numerous women and children in metro Atlanta. Our editorial approach, outstanding photography and professional graphic design have combined to make *Peachtree Papers* an award-winning magazine.

## DEMOGRAPHICS

The **women of The Junior League of Atlanta are well-educated, affluent and influential** at work and in the community. Our members live in Buckhead, Vinings, Sandy Springs and Dunwoody. More than 80% can be found in the following zip codes: 30305, 30327, 30309, 30342 and 30339.

### EDUCATION

College..... **98.8%**

Post Graduate..... 34.1%

### EMPLOYMENT

Management ..... 18.9%

**Professional .... 43.2%**

Self-Employed ..... 12.2%

Homemaker/Other... 25.7%

### HOUSEHOLD INCOME

**\$150,000+ ..... 51.5%**

\$60-149,999 ..... 26.8%

Less than \$60,000 .... 21.7%

**See a digital version of *Peachtree Papers* at [www.jlatlanta.org](http://www.jlatlanta.org)**

## RATES FOR 2009-10

Net Rates, 4-color	1X	2X	4X
Full Page	\$1100	\$990	\$900
2/3 Page	950	825	780
1/2 Page	780	695	625
1/3 Page	635	590	495
1/6 Page	400	340	310

## PUBLISHING SCHEDULE

	Space Closing	Material Due	Mail Date
Fall '09	Aug. 12	Aug. 22	Sept. 9
Winter '09/10	Nov. 5	Nov. 12	Dec. 9
Spring '10	Feb. 1	Feb. 12	Mar. 9
Summer '10	May 3	May 17	June 9

## AD DIMENSIONS

Full page	7" x 10"
Full page Bleed	8.75" x 11.25"
2/3 page	4.625" x 10"
1/2 page – Horizontal	7" x 4.875"
1/2 page – Vertical	4.625" x 7.875"
1/3 page – Square	4.625" x 4.875"
1/3 page – Vertical	2.25" x 10"
1/6 page – Vertical	2.25" x 4.875"
1/6 page – Horizontal	4.625" x 2.375"

## 2009-10 EDITORIAL HIGHLIGHTS

### Fall '09

**Cover:** Nearly New Thrift Store Turns 60

**Health:** Fertility Issues **Travel:** Georgia Wine Country **Fundraisers:** Cookbooks & Cocktails

### Winter '09/10

**Cover:** Early Childhood Education

**Health:** Heart Disease **Travel:** The Biltmore in Asheville, NC **Fundraisers:** Tour of Kitchens

### Spring '10

**Cover:** Preventing Childhood Sexual Exploitation

**Health:** Breast Cancer Awareness **Travel:** Jekyll Island Getaway **Fundraisers:** JLA Cookbooks

### Summer '10

**Cover:** Annual Member Awards

**Health:** Well Being and Aging Well **Travel:** Summer Destinations **Fundraisers:** Charity Ball

## AD MATERIAL REQUIREMENTS

### ELECTRONIC FILES

Hi-res PDF files are preferred. Digital files are acceptable using Quark Xpress 3.32 or higher. Picture files processed to size at 300 dpi resolution or higher in TIF or EPS format. Submit a proof from the final version of your Quark file at 100 percent enlargement. Please submit your final file on CD-ROM or send

**e-mail files to: [publisher@nwpublications.com](mailto:publisher@nwpublications.com)**

### SHIP AD MATERIALS TO:

Clint Smith  
New World Communications  
4080 McGinnis Ferry Rd., Ste. 1406, Alpharetta, GA 30005  
Phone: 770-992-7808  
Fax: 770-619-0450

## CONTACT INFO

To place an ad or for more information about advertising in *Peachtree Papers*, the official magazine of The Junior League of Atlanta, Inc., call:

**CLINT SMITH**

**770-992-7808**

**e-mail: [clint.smith@earthlink.net](mailto:clint.smith@earthlink.net)**

