



Circulation and Distribution

- **Published two times per year (Fall/Winter and Spring/Summer)**
- **100,000 copies printed each issue (200,000 per year)**
- **Circulation breakdown for each issue:**
 - 40,000 direct mailed:
 - 24,000 affluent individuals living in Georgia, primarily in metro Atlanta.
 - 14,500 affluent individuals outside of Georgia:
 - Based on proprietary research of migration trends/history of people that move "to" Georgia "from" other states.
 - Targeted states include Florida, Illinois, New York and Virginia.
 - 1,100 Georgia County Commissioners, Chambers of Commerce, Convention and Visitors Bureaus, Georgia Legislators at both state and federal levels, and Greater Atlanta Home Builders Association 50+ Council.
 - 600 Subscribers.
 - 50,000 available for the traveling public via:
 - 11 State of Georgia Visitor Information Centers (VICS) on major interstates.
 - 40+ State of Georgia-affiliated local Regional Visitor Information Centers (RVICS).
 - 10,000 for advertisers and business development plus targeted conferences and conventions located throughout the country:
 - Georgia Department of Economic Development places the magazine in their trade booths as they attend conferences and trade shows throughout the county for our target demographic.
 - Tourism conferences.
 - Events – "Retire in Georgia Days" at state of Georgia Visitor Information Centers.
- **Reaching over 700,000 people each year with our print publications!**