

James moves... public opinion

A circulation in the thousands might not seem likely to move public opinion. But *James* content and controlled circulation attracts the attention of many who lead in the development of public opinion on major issues across Georgia.

From top corporate, professional and government/political leaders to reporters and writers in media throughout the state, *James* carries information, stories, rankings, polls, and commentary that become part of the fabric of public discussion and opinion throughout the state.

What helps make *James* such a powerful way to reach opinion leaders in Georgia? It's the credibility of our company and our content.

Consider the following...

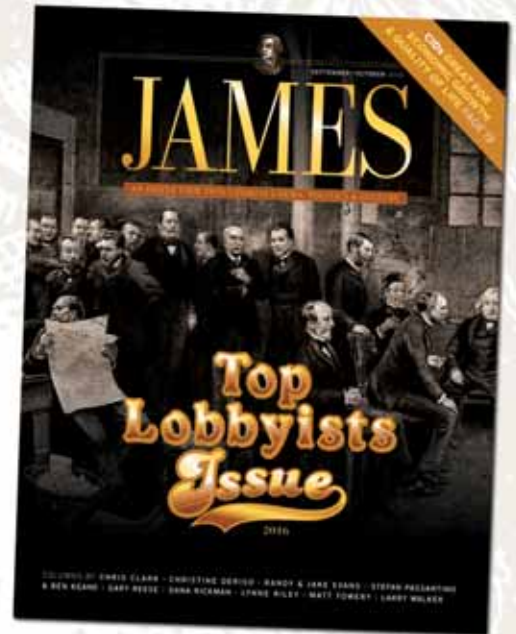
InsiderAdvantage/Internet News Agency is the publisher of *James*. We publish Opinion Savvy public opinion polls along with WAGA-FOX5 Atlanta; the *Atlanta Business Chronicle*; and the major daily newspapers in Augusta, Savannah, Athens and Jacksonville, Florida (Southeast Georgia edition).

InsiderAdvantage Chairman Matt Towery provides political analysis on television and radio throughout the nation. Our CEO and Publisher Phil Kent is also a pundit on WAGA-FOX5 Atlanta's "The Georgia Gang" every Sunday morning. And our various InsiderAdvantage/*James* staff writers are top-notch journalists.

The content we provide both in Georgia and nationally is just part of that which we provide both online and in print with our website (www.insideradvantage.com) and in *James*. In addition to owning both InsiderAdvantage online and *James*, our company proudly owns Washington D.C.'s oldest continuously published political newsletter, the *Southern Political Report* (www.southernpoliticalreport.com), founded by Senior Editor Hastings Wyman more than 30 years ago.

James has become known for its annual list of the Most Influential Georgians; annual rankings of Georgia's colleges and universities; and annual rankings of Georgia's top governmental affairs firms and lobbyists.

We freely admit that *James* is not for everyone, but it is for Georgia's top leaders and most affluent and influential citizens. And they set the opinions and trends that keep our state moving.



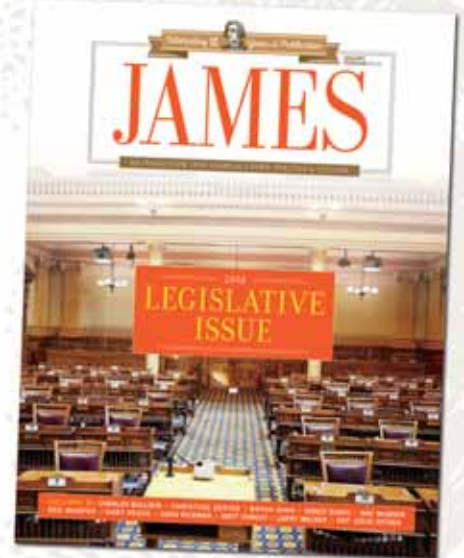
For advertising & sales information contact Patti Peach at PPEACH@INSIDERADVANTAGE.COM
PO BOX 724787 • ATLANTA • GEORGIA • 31139 • 678.460.5410 • FAX 404.393.3710
INSIDERADVANTAGE.COM

CIRCULATION *and* DEMOGRAPHICS

No fluff . . . for the ones who “get it” . . . and spend it

Consider some facts about James:

- PRINT CIRCULATION :: **8,000 to 10,000***
- ONLINE CIRCULATION :: **8,000**
- AVERAGE NUMBER OF PEOPLE WHO READ A PRINTED COPY OF *JAMES* PER ISSUE :: **20,000 to 30,000***
- PERCENTAGE OF READERS IN CEO, PRESIDENT, PARTNER OR SENIOR MANAGEMENT POSITIONS IN CORPORATION, PARTNERSHIP OR PROFESSIONAL ORGANIZATIONS :: **80%**
- PERCENTAGE OF READERS IN ACTIVE MEDIA LEADERSHIP OR REPORTING :: **10%**
- PERCENTAGE OF READERS IN METRO ATLANTA :: **85%**
- ESTIMATED PERCENTAGE OF READERS WITH INCOMES MORE THAN \$250,000 A YEAR :: **75%****
- ESTIMATED PERCENTAGE OF READERS IN HOUSEHOLDS WHOSE ESTIMATED VALUE IS MORE THAN \$500,000 :: **70%****
- PERCENTAGE OF READERS WHO LIVE WITHIN THE METRO ATLANTA AREAS OF MIDTOWN, BUCKHEAD, VININGS, SANDY SPRINGS, DUNWOODY, ALPHARETTA, NORCROSS OR BROOKHAVEN :: **80%****
- ESTIMATED PERCENTAGE OF READERS WHO DRIVE AN AUTOMOBILE PURCHASED IN THE PAST THREE YEARS FOR AT LEAST \$30,000 :: **90%****
- ESTIMATED PERCENTAGE OF READERS WHO FREQUENT RESTAURANTS WITHIN THE VININGS, BUCKHEAD/BROOKHAVEN, SANDY SPRINGS AND MIDTOWN AREAS AT LEAST ONCE A WEEK :: **60%****
- ESTIMATED PERCENTAGE OF READERS WHO BELONG TO A PRIVATE CLUB :: **57%****



James readers don't just purchase automobiles and homes, or entertain at restaurants frequently. They are often the decision-makers for large corporate or group purchases, meetings, conventions, media buys and investments. From purchasing tickets or suites for sporting events to annual meetings and conventions held both in and outside of Georgia, our readers are the go-to, final-say leaders.

And when it comes to travel, our readers frequent the following “resort” locations the most: St. Simons/Sea Island; Savannah; Destin, Florida and surrounding area; Amelia Island, Florida and surrounding area; Lake Burton and surrounding area; and Lake Oconee and surrounding area.

When it comes to business travel, *James* readers most frequent the following: Washington, D.C.; New York; Charlotte; Dallas; and Los Angeles.

* Circulation is controlled. Print issues vary from 8,000 to 10,000 targeted mailed copies.

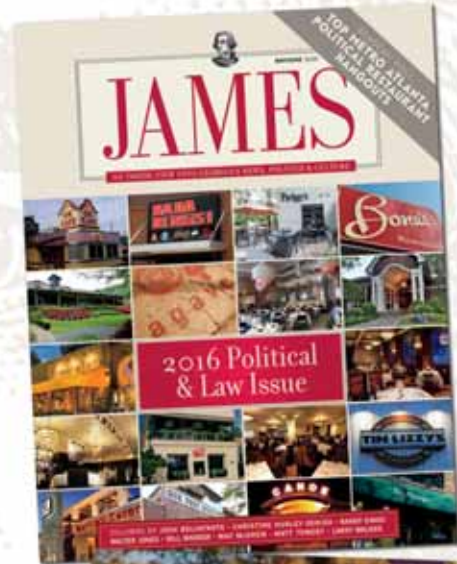
** Includes print and online. Demographic estimates provided by opinionsavvy.com based on specific analysis of circulation and targeted online readership.



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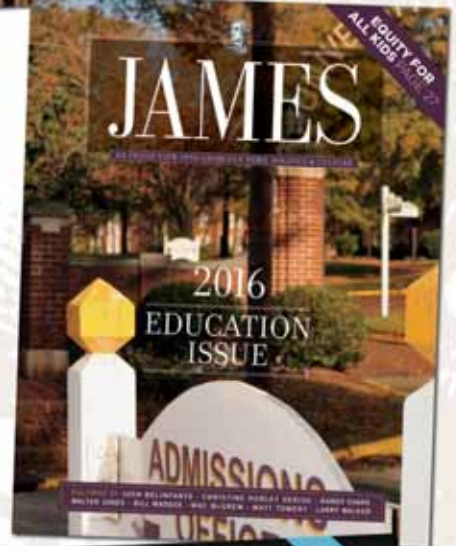
What James is ...

- Content that is fresh and original, and focuses on stories and issues that Georgia leaders in opinion, government and business are most interested in on a daily and monthly basis.
- A readership made up almost entirely of top-tier leaders and decision-makers in government, business, politics, news/opinion, education and finance.
- A controlled circulation that targets leaders who impact major decisions on laws, regulations, purchasing, news, opinion and spending.
- Dependable. Magazines come and go in our state, but *James* is celebrating its thirteenth year of publication, and is stronger than ever.



What James is not ...

- *James* does not profile set segments or areas of the state, or highlight local organizations on a scheduled basis.
- *James* is not designed to reach a general readership.
- *James* is not inflexible. Covering major statewide stories can upon occasion require a change in editorial schedule or even a special edition.



Why James ...

- To attract the attention of Georgia's leaders in all areas of life with a magazine that is concise, bursting with features and stories and filled with advertising or sponsor-based content. *James* is read cover to cover.
- To stand out with a message that can easily become accepted fact in opinion-shaping, or a "must-have" trend in purchasing of upscale goods and services.
- Because people who "get it" know what it means to get a "boat" in *James*!



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2017

ADVERTISING RATES *and* SPECIFICATIONS

Ad Rates

Ad Specs

AD SIZE	1X	3X	6X	TRIM SIZE	BLEED SIZE
Two-page spread	\$4,866	\$4,332	\$3,882	11" w x 17" h	11.25" w x 17.25" h
Full page	\$2,700	\$2,406	\$2,160	8.5" w x 11" h	8.75" w x 11.25" h
2/3 page, vertical	\$2,148	\$1,914	\$1,716	5.375" w x 11" h	5.625" w x 11.25" h
1/2 page, vertical	\$1,668	\$1,488	\$1,332	4.25" w x 11" h	4.5" w x 11.25" h
1/2 page, horizontal	\$1,668	\$1,488	\$1,332	8.5" w x 5.5" h	8.75" w x 5.75" h
1/3 page, vertical	\$1,458	\$1,296	\$1,164	2.5625" w x 11" h	2.8125" w x 11.25" h
1/4 page	\$990	\$882	\$792	4.25" w x 5.375" h	4.5" w x 5.625" h

PREMIUM POSITIONS	1X	6X
Inside front	\$3,672	\$3,234
Inside back	\$3,348	\$2,844
Back cover	\$3,960	\$3,582

DIGITAL REQUIREMENTS

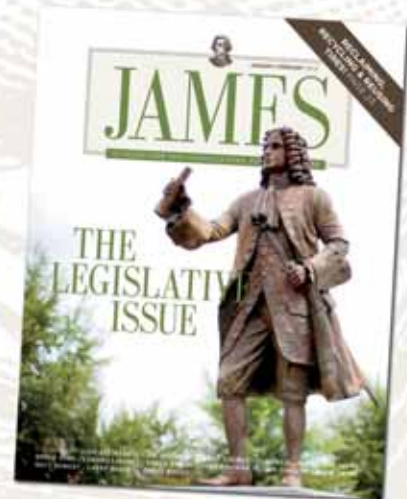
- All ad art must contain printer "bleeds" of 1/4-inch on all sides.
- All high-resolution images must be in place.
- Acceptable file formats for ads are PDF or TIFF.

MATERIALS DEADLINE

- Art for scheduled ads must be submitted by the 15th of the issue month, or as advised by the *James* staff.
- Ad files should be sent via email to:
ppeach@insideradvantage.com
with "James Artwork" in the subject line.

PAYMENT TERMS

- Full payment is due within 15 days from date of invoice.
- Payment becomes delinquent 10 days after the due date.
- A 1.5% late payment charge is incurred upon delinquency.



GUARANTEED POSITIONS

Add 10% to above rates.
Including, but not limited to:

- Page 4** Opposite the Publisher's Message
- Page 6** Opposite the "Floating Boats"



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2017

ONLINE & EMAIL ADVERTISING ON INSIDERADVANTAGE.COM



RUN OF SITE

Rotating right side bar ad / Maximum of 5 rotating ads

Average Views
1205
views per day

Size
248 x 207
pixels

Rate
\$723
per month

HOME PAGE

Rotating banner ad / Maximum of 3 rotating ads

Average Views
268
views per day

Size
728 x 90
pixels

Rate
\$268
per month

HOME PAGE

Rotating left side bar ad / Maximum of 5 rotating ads

Average Views
268
views per day

Size
248 x 207
pixels

Rate
\$160
per month

DAILY EMAIL AD (SOLO PLACEMENT)

Average Views
525
views per day

Size
248 x 207
pixels

Rate
\$575
per month



- There is a two-month minimum for online advertising
- Apply a 10% discount for 6x, and 15% discount for 12x
- Also ask about combo discounts including our daily Constant Contact emails



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EDITORIAL CALENDAR

- JANUARY/FEBRUARY Legislative Issue
- MARCH/APRIL Most Influential Issue
- MAY/JUNE Political & Law Issue
- JULY/AUGUST Education Issue
- SEPTEMBER/OCTOBER Lobbyist Issue
- NOVEMBER/DECEMBER Year-End Issue



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