Media Kit
Why Global Atlanta?

In the past 20 years, Atlanta has hosted the Olympics, maintained the world's busiest airport and attracted some of its most iconic corporate brands. Its key industries are becoming globally competitive, and its leaders are committed to cementing its role as the commercial capital of the New South.

The city's momentum is undeniable, bolstered by demographic and economic shifts, but many still feel a sense that it's growing into itself. Some have even said this is the time of Atlanta's international adolescence.

For the past two decades, Global Atlanta has been the only news service tracking this story, weaving these broader trends together with individual stories to build a broader narrative. Our unique lens has always been trained on the ways that the local economy is impacted by what's happening beyond U.S. borders.

Whether or not Atlanta has fully arrived itself, the world is indisputably here in the form of diplomats, immigrants, investors, executives and foreign students.

Global Atlanta constantly challenges readers to engage with opportunities this reality provides, as well as to seek prosperity through further integration. We believe in the concept of “grounded globalism,” that a community’s international outreach must be rooted in an understanding of its own assets and context.

In an age of slashed budgets for international journalism, Global Atlanta uses original reporting to reveal Atlanta's international connections, providing trustworthy information to help readers navigate the nuances of today's global economy.

Readers can expect a steady stream of articles on cross-border business, education, culture and trade with a focus on "actionable" content. Our articles should inspire emails, phone calls, event attendance and personal connections. In this way, we're not only an observer and a nerve center, but indeed a participant in the network of synapses between Atlanta and an increasingly interconnected world.

The world is here.
1. RELATIONSHIP REPORTING

We make personal connections with article subjects and follow up as stories develop, often reaching deep into our 20-year archives for background details.

2. CONNECTIVITY

We provide contact information within articles and devote sections of our website to listing companies, government offices, organizations and other resources so that readers can reach those who matter most to their business.

3. DEPTH

While other news sources may report on major international deals, Global Atlanta remains in the trenches, reporting on the day-to-day activities of companies of all sizes. We also provide the most complete coverage of Atlanta’s diplomatic corps and travel abroad to provide on-the-ground insight from key markets.

4. ORIGINALITY

All of our content is original, produced at the highest journalistic standards by our devoted editors and writers. We believe in recycling, just not with news stories.
Our Annual Sponsors

DELTA

Georgia State University J. Mack Robinson College of Business

HA&W Habif, Arogeti & Wynne, LLP
Certified Public Accountants and Business Advisors

Arnall Golden Gregory LLP

CIBER Georgia State University Center for International Business Education & Research

Lufthansa

World Affairs Council of Atlanta

Hartsfield-Jackson Atlanta International Airport

Kennesaw State University Division of Global Affairs
Making Internationalization Matter
Readers and Reach

Global Atlanta readers hold a common interest in international business and how Atlanta’s economy connects with the world.

Key audience segments:

- Local and global companies of all sizes
- Economic development leaders and government officials
- Leaders and members of binational chambers of commerce
- Diplomats and trade officers
- Service providers
- Manufacturers
- Exporters
- Academics and thought leaders
- University students

WEEKLY NEWS UPDATE: 10,000
EVENTS UPDATE: 8,000
FACEBOOK: 1,500
TWITTER: 3,500
GLOBAL ATLANTA

Advertising, Sponsorship Options
Web Ad Placement

HOMEPAGE TOP
Banner/ block
**Pricing upon request

HOMEPAGE BOTTOM
Lower block/banner
Weekly Newsletter

PRESENTING ADVERTISER

Placement

SECONDARY BLOCK AD, LIST OF ANNUAL SPONSOR LOGOS FURTHER DOWN

Click here for an example

Exporters Win $35,000 to Tap New Markets

China, here they come. Aventure Aviation, an aircraft spare parts supplier based in Peachtree City, now has the resources to crack into a huge market with $20,000 in prize money awarded through the Atlanta Metro Export Challenge Sept. 20.

Read more...
# Annual Packages

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GlobalFlash - $600

Direct email to 10,000 readers of Global Atlanta’s editorial email list.

Includes graphic banners and sponsor logos

Includes four weeks of placement on sidebar of calendar newsletter leading up to the event (8,000 readers)

Includes posting on social media accounts with 5,000 followers

Advantages: Most dedicated and largest email list, broadest reach beyond email, greatest customization, ability to buy a followup to boost attendance for a reduced rate

Example

GlobalNote - $300

Direct email to Global Atlanta’s list of nearly 8,000 readers who receive weekly events updates.

Text only: No graphics, banners or sponsor logos

Advantages: More affordable than GlobalFlash; reaches a list of readers with a demonstrated interest in international events around the city; Simple, direct

Example
Weekly Events/Jobs Newsletter

Presenting Sponsor of Weekly Newsletter

- Banner ad sized 600x250 pixels placed at the top of the weekly events/jobs newsletter
- Sent to 8,000+ readers on Mondays
- Used by readers to keep track of global events in Atlanta and the Southeast
- 51 weeks per year
- Audience with demonstrated interest in networking, engaging in global business, learning about new trends, etc.

“All of us read it religiously.”

-Yelena Epova, Partner, International Tax, Habif, Arogeti & Wynne LLP
Country, Section Sponsorship

Country sections and monthly newsletters provide quick, convenient access for readers to the topics, regions and countries they care about. For advertisers, this enables more productive targeting of certain interest groups, like our nearly 1,000 readers who focus on China. For just $1,000 per year, sponsors receive:

1. Permanent Logo on Country Archive Page
   GlobalAtlanta.com/china

2. Logo on Stories Related to the Country

3. Banner Ad and Logo in Monthly Country Focus Newsletters
## Country, Section Sponsorship

Select Country, Region and Section Sponsors:

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Roundtables / Seminars

This is an opportunity for your to put our network to work for you. You decide the topic, and we bring together the right people for an insightful, engaging discussion featuring your expertise, both in-person and online.

Speakers

Global Atlanta will arrange up to five speakers plus a moderator (potentially one of our editors or reporters, if requested and relevant). Our strong network built over 20 years guarantees high-caliber participants, whether diplomats, executives, academics, service providers or leaders of binational chambers. Your experts can be positioned as panelists or moderators, or you can simply introduce and foster the discussion.

Promotion of the event

Global Atlanta will put out at least two email advertisements to its subscriber base and will promote the event on our calendar and via social media.

Presenting Sponsor

A summary of the event will be published on the Global Atlanta website with your company featured as the presenting sponsor.

What it’s good for:

- Thought leadership
- Lead generation
- Building your network
- Connecting with international delegations, consulates and chambers

*Pricing available upon request*
Special Reports

Imagine the roundtables or seminars above, only supercharged with our editorial capabilities and reach

Example: *Paying Atlanta Forward*, sponsored by **Arnall Golden Gregory LLP**

- Presenting sponsor logo on invitation emails
- Presenting sponsorship on the emailed report to our 10,000 readers, web version and PDF
- We share attendee list from event with you
- Free event access for your invitees
- “Payments Report” (or other relevant section of website) carries your logo in perpetuity
- Your sponsorship mentioned in post-event coverage

**Pricing upon request**
What they’re saying

“Global Atlanta informs us, the consuls general, about the international activities there are in Atlanta, and there are more and more. I think Global Atlanta is a very important contribution to the international profile of Atlanta, and actually, I think there is no other media outlet in the city that covers local news with an international focus so extensively, so it’s a very precious media for us.

Pascal Le Deunff
Former French consul general in Atlanta

All of us read it religiously. There is a lot of good information. I love the calendar. I can actually look ahead and see what I want to attend.

Yelena Epova
Partner, International Tax
Habif Arogeti & Wynne LLP

Global Atlanta in a sense creates a community. It’s a one-stop shop in terms of news … There’s really no other resource like it, and I think that it has played a key role in the growth of Atlanta.

Glenn Hendrix
Managing Partner
Arnall Golden Gregory LLP

The staff at Global Atlanta, they’re very knowledgeable and passionate about what they do … It just keeps us in touch.

Jeff Sweeney
Chief Marketing Officer
East West Manufacturing

“
Recognition

2006
*World Trade Center Atlanta*

**GOVERNOR’S INTERNATIONAL AWARD**

2014
*U.S. Commerce Department*

**PRESIDENT’S E AWARD FOR EXPORT SERVICE**

2015
*Technology Association of Georgia*

**INTERNATIONAL COMMUNITY SERVICE AWARD**

2016
*Metro Atlanta Chamber*

**FINALIST: GLOBAL IMPACT AWARD**
Contact

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