



# Media Kit

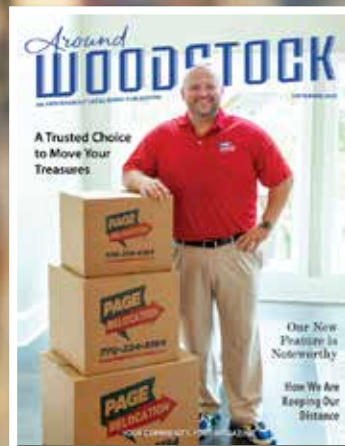
## Your Community. Your Magazine.



**Around Acworth**  
16,500 per month  
(15,400 direct-mailed)  
ZIP: 30101, 30144



**Around Canton**  
25,000 per month  
(24,100 direct-mailed)  
ZIP: 30107, 30114, 30115



**Around Woodstock**  
16,500 per month  
(15,700 direct-mailed)  
ZIP: 30188



**TowneLaker**  
16,400 per month  
(15,500 direct-mailed)  
ZIP: 30189

**Circulation: Total 74,400**

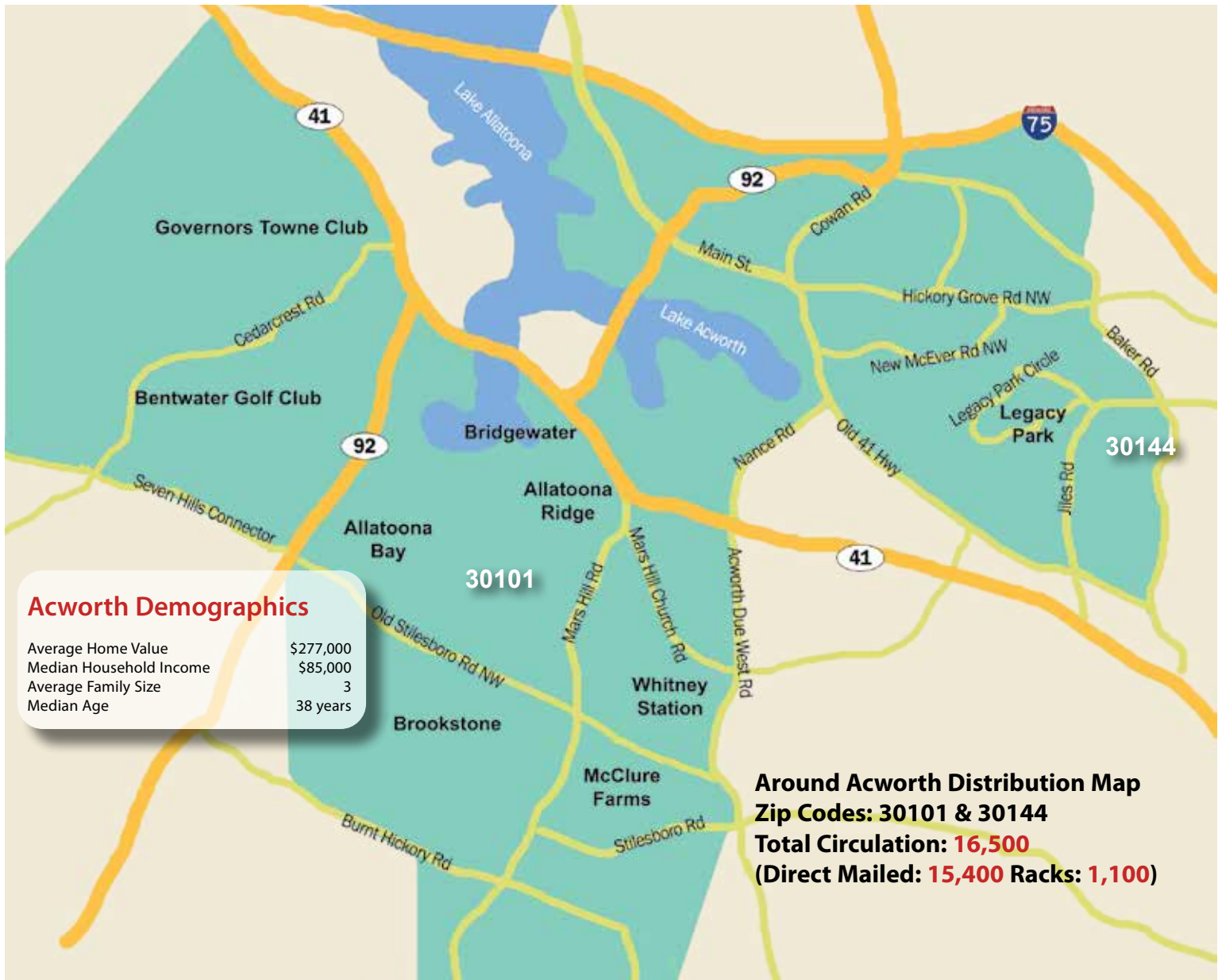
Our mission is to help local businesses grow and prosper by offering affordable advertising opportunities in a quality publication that provides positive, relevant information to our readers.

**Patty Ponder • 770.615.3322 • [Patty@AroundaboutMagazines.com](mailto:Patty@AroundaboutMagazines.com)**

**Aroundabout Local Media, Inc.**

1025 Rose Creek Drive, Suite 620, PMB 380 Woodstock, GA 30189

[www.aroundaboutlocalmedia.com](http://www.aroundaboutlocalmedia.com) • Fax: 678.905.6114



## Around Acworth

In 2016, Aroundabout Local Media (ALM) welcomed a new publication to the family of ALM magazines: the TowneLaker, Around Canton and Around Woodstock. Around Acworth is a hyperlocal, direct-mailed community magazine for the downtown Acworth historic district and surrounding areas. A digital version of each issue is posted monthly at [www.aroundacworthmagazine.com](http://www.aroundacworthmagazine.com).

What sets us apart from other local publications is that we devote our colorful glossy pages to celebrating the successes of our students, and the birthdays and anniversaries of our residents. We offer our readers an extensive calendar of events for family or individual entertainment, and the latest community news, openings and changes in local businesses. Our contributing writers share their knowledge in fields including: local economic development and government; pediatric, adult and veterinary medicine; dentistry; real estate; home decorating; gardening; law and faith. Monthly features focus on topics of special interest, sharing stories that are local, relatable and entertaining.

Around Acworth is designed to be a magazine that families and individuals keep and refer to frequently throughout the month, making it a fixture on the coffee table or in the car's console.

Our advertiser's ads are seen over and over because of the longevity of our product and our loyal readership.

## Our Readers

- Parents who stay at home raising children.
- Career professionals who either work from home or in an office.
- Decision-makers in the family.
- Young professionals.
- Retirees and active adults.
- Business owners who live and work in our community.

## About Acworth

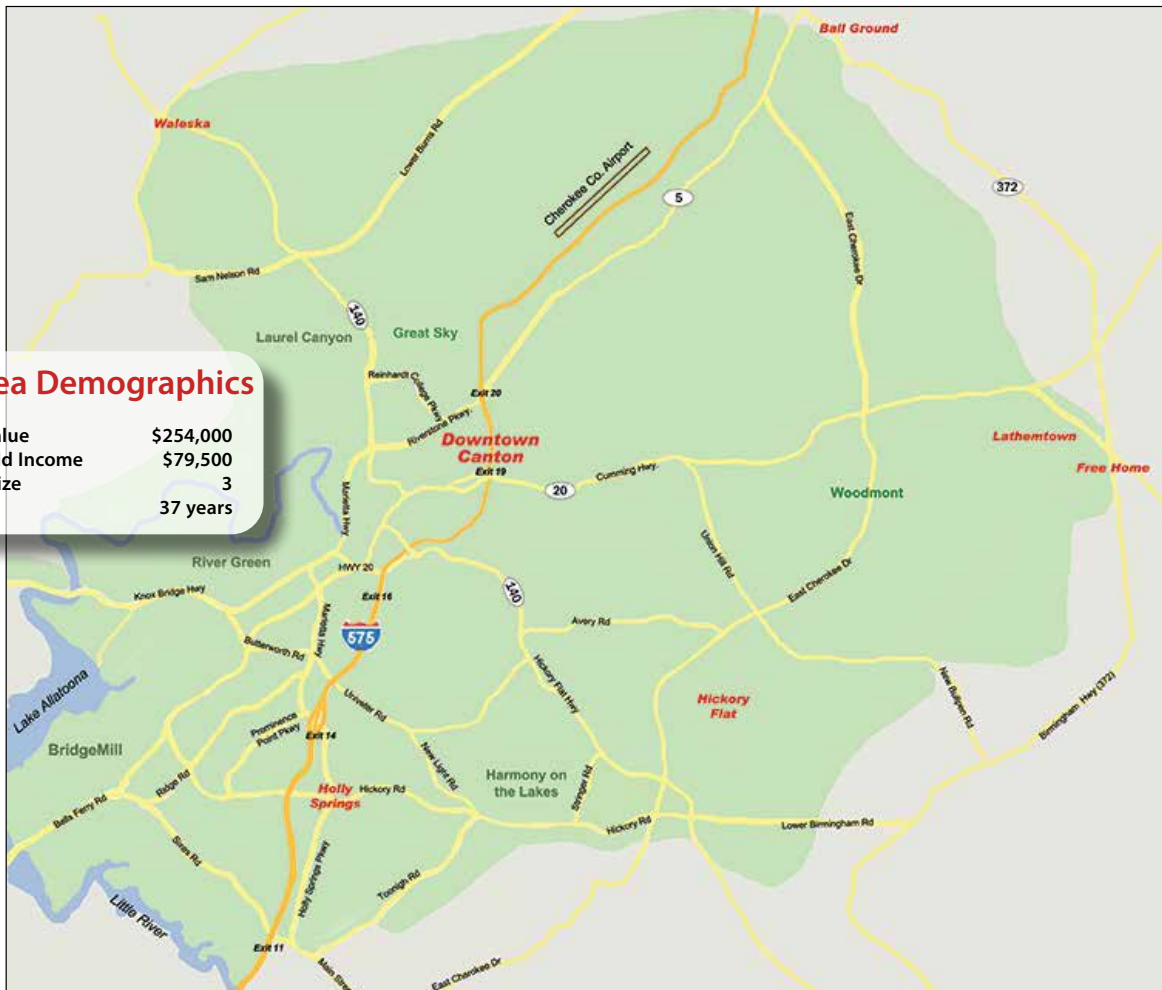
The city of Acworth, known as The Lake City, was founded in 1860, and spans Paulding, Bartow, Cherokee and Cobb counties.

Acworth is located approximately 35 miles north of Atlanta in the foothills of the North Georgia mountains along the southeastern banks of Lake Acworth and Allatoona Lake, a popular 12,000-acre recreational destination for local and metro Atlanta residents. Acworth, with a population of 23,000, covers an area of approximately 8.8 square miles.

The area includes prime shopping along the Cobb Parkway corridor and a vibrant historic downtown area, a variety of restaurants, churches, sports facilities and schools. Acworth's neighborhoods feature many homes surrounded by great amenities, including pools, tennis courts, golf courses and playgrounds. I-75 provides quick access to Atlanta's medical facilities, and entertainment and shopping venues.

## Around Canton Distribution Map Zip Codes: 30107, 30114 & 30115

Total Circulation: **25,000** Direct Mailed: **24,100** Racks: **900**



### Around Canton

Around Canton magazine has served the community since 1999, and is delivered to residents east and west of I-575, Canton and the surrounding areas of Sixes, Waleska, Ball Ground, Lathemtown, Free Home, Holly Springs and Hickory Flat. A digital version of each issue is posted monthly at [www.aroundcantonmagazine.com](http://www.aroundcantonmagazine.com).

What sets us apart from other local publications is that we devote our colorful glossy pages to very personal and positive information. We celebrate the successes of our students and the birthdays and anniversaries of our residents. We offer our readers an extensive calendar of events for family or individual entertainment, and the latest community news, openings and changes in local businesses. Our contributing writers share their knowledge in fields including: local economic development and government; pediatric, adult and veterinary medicine; dentistry; real estate; home decorating; gardening; law and faith. Monthly features focus on topics of special interest, sharing stories that are local, relatable and entertaining.

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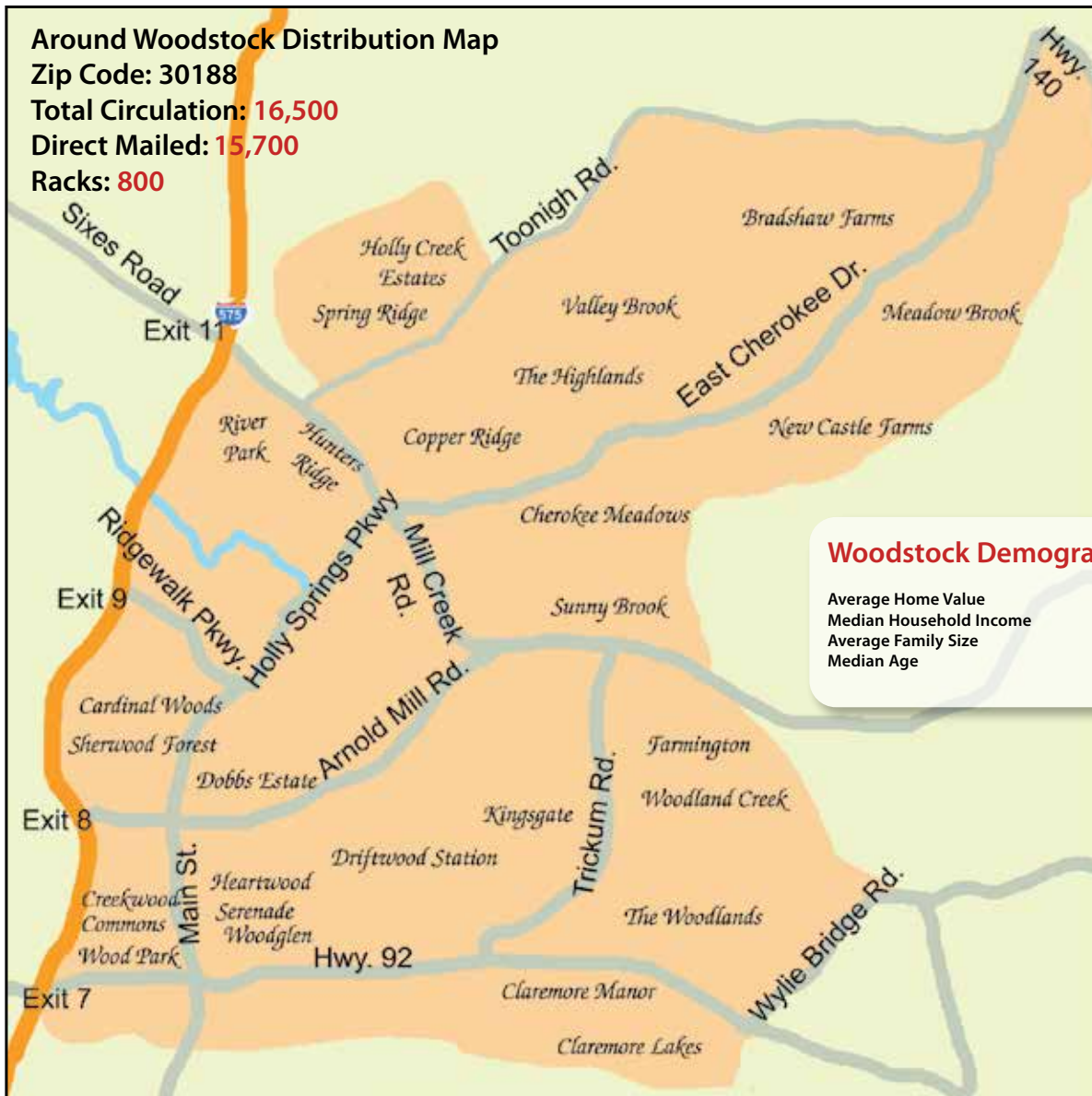
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### The Canton Communities

Our area is filled with recreational opportunities and constant business growth. Much of the western border of the Around Canton distribution area is the shore of Allatoona Lake, a 12,000-acre recreational destination with 270 miles of shoreline. Blankets Creek Mountain Bike Trails offer 15 miles of rolling single-track bike trails of varying difficulty, satisfying beginner and advanced riders. More than 10,000 riders visit the park each month. Just down the road is the Cherokee Aquatic Center, featuring a 48,000-square-foot indoor space that holds a 50-meter competition pool, a 25-foot recreational pool and a 7,900-square-foot outdoor pool.

Northside Hospital Cherokee offers a 145-bed facility with a women's center, a multi-specialty medical office building and cancer center. WellStar Health Park offers multiple specialists under one roof. Canton offers a busy historic downtown community that has recently been selected in the top 25 main streets in America. The Outlet Shoppes at Atlanta have brought more than 80 retail stores and restaurants to the community. Reinhardt University, a private university in Waleska, is in the northern section of our distribution area. Numerous subdivisions are scattered throughout the area, from BridgeMill, a 2,700-home golf/tennis development at the southern end of our distribution area to Great Sky and Laurel Canyon, just north of Canton. Ball Ground to the north and the Free Home community to the east have been added in recent years to expand our reach.



## Around Woodstock

Since 2004, Around Woodstock magazine has been chronicling the growth and sharing the excitement of the burgeoning downtown area. A digital version of each issue is posted monthly at [www.aroundwoodstockmagazine.com](http://www.aroundwoodstockmagazine.com).

What sets us apart from other local publications is that we devote our colorful glossy pages to very personal and positive information. We celebrate the successes of our students and the birthdays and anniversaries of our residents. Our publication includes resource pages that highlight downtown restaurants and the map of the Greenprints Alliance Trail System. We offer our readers an extensive calendar of events for family or individual entertainment, and the latest community news, openings and changes in local businesses. Our contributing writers share their knowledge in fields including: local economic development and government; pediatric, adult and veterinary medicine; dentistry; real estate; home decorating; gardening; law and faith. Monthly features focus on topics of special interest, sharing stories that are local, relatable and entertaining.

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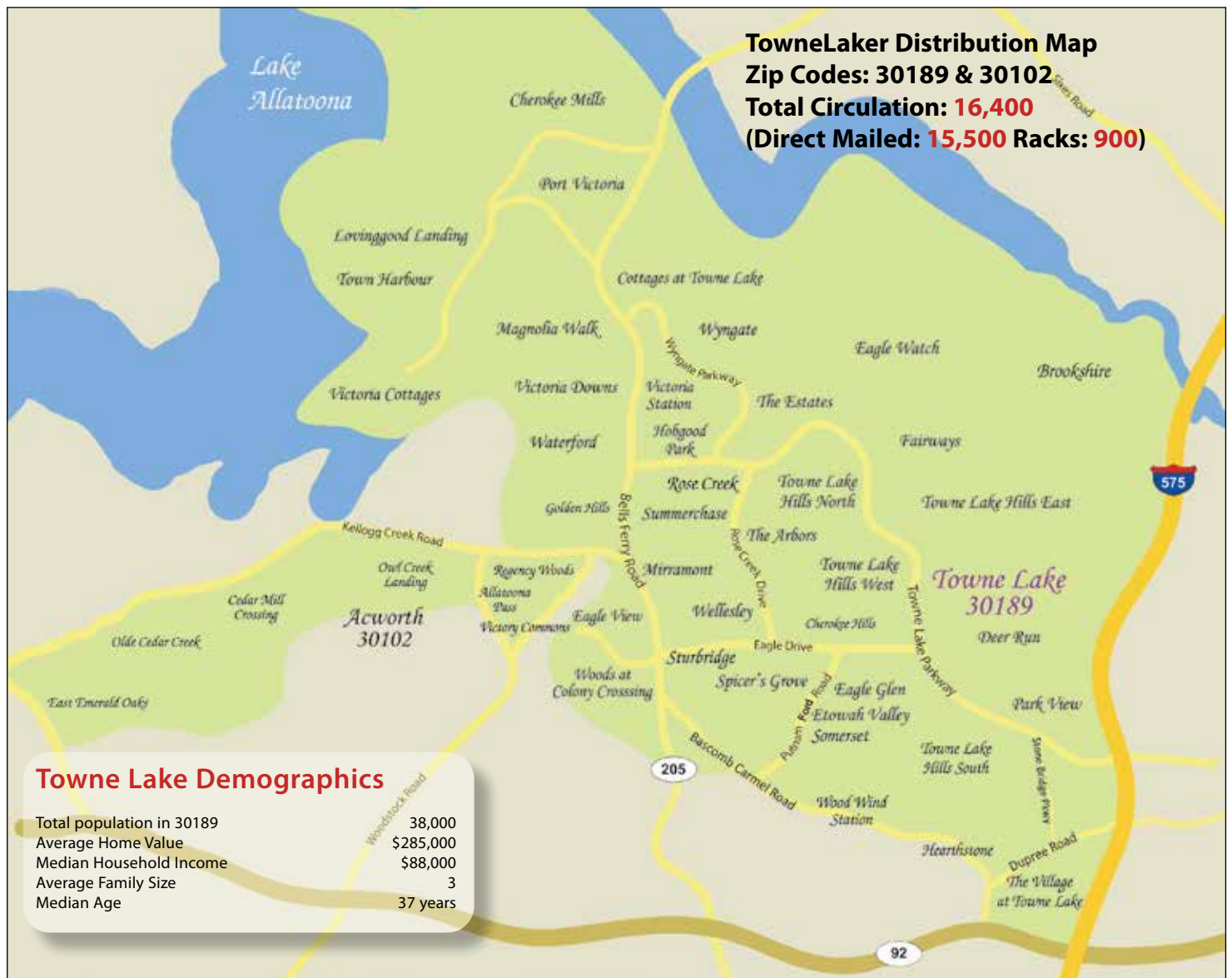
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## About Woodstock

The city is constantly appearing in rankings of best cities in which to live. The parameters of the city are growing with new housing developments as more people move to the area to be near the bustling hub of shopping, dining and entertainment centered around the historic downtown area. The Elm Street Cultural Arts Village has year-round shows and musical entertainment on its four-acre downtown campus. An amphitheater located at The Park at City Center is the site of the Woodstock Summer Concert Series and other events throughout the year. Monthly Friday Night Live events bring in visitors from across Cherokee County to enjoy a themed night out with dining and entertainment specials.

The Greenprints Alliance trail system runs through the center of town and will eventually connect with a Cobb County system. The Outlet Shoppes at Atlanta in Woodstock on Ridgewalk Parkway, is a destination that draws from nearby counties and the city of Atlanta.



## TowneLaker

The TowneLaker debuted in 1996, a hyperlocal, direct-mailed community magazine for the south Cherokee community of Towne Lake. A digital version of each issue is posted monthly at [www.townelaker.com](http://www.townelaker.com).

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## About Towne Lake

The 3,600-acre master planned community in southwest Cherokee County is approximately 35 miles north of Atlanta. Towne Lake includes shopping outlets, a variety of restaurants, churches and schools. Towne Lake's 20-plus neighborhoods include approximately 5,800 homes surrounded by great amenities featuring pools, tennis courts, golf courses and playgrounds. Apartment complexes, townhome and condominium complexes ramp up the number of households to about 7,700.

Eagle Watch is built around an Arnold Palmer designed golf course, while Towne Lake Hills borders a course designed by Arthur Hills. Portions of the community border Allatoona Lake, a popular 12,000-acre recreational destination for local and metro Atlanta residents. Access to Atlanta's entertainment, medical and shopping venues is easy for Towne Lake residents, thanks to quick access to I-575 and I-75. The Towne Lake area continues to grow with the development of medical and shopping complexes.



*Aroundabout*  
LOCAL MEDIA  
DIGITAL



Around Acworth



Around Canton



Around Woodstock



TowneLaker

Scan QR code, scroll down to view the most recent digital issue, click on an ad and connect immediately to the advertiser's webpage.

Sign up to receive the latest issue each month.

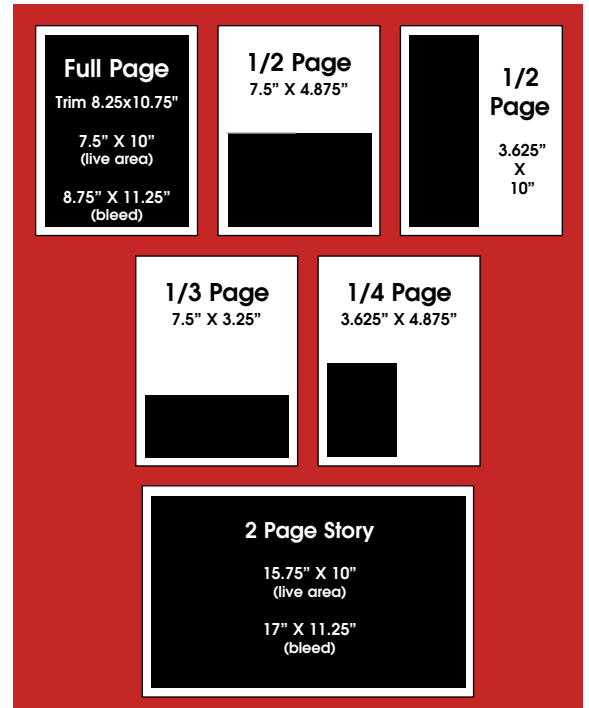
Our magazines are printed on 40 lb. Gloss text with an 80 lb. Gloss text cover

## REQUIRED AD SPECIFICATIONS FOR "CAMERA READY" ARTWORK

### Ad Dimensions

<b>Front/Back Cover</b>	<p><b>Bleed Size</b> — 8.75" w x 11.25" h  <b>Front Cover Live Area*</b> — between 2.5" from top and .25" from bottom due to magazine logo and bottom text bar.  <b>Inside Front &amp; Back</b> — 7.5" w x 10" h  <b>Back Cover Live Area*</b> — 7.5" w x 10" h  <b>NOTE:</b> 4" x 2" mailing indicia area must be provided at top right corner.</p>
<b>2-Page Spread</b>	16" w x 10" h
<b>Full Page (Inside)*</b>	<p><b>Bleed Size (4 Sides)</b> — 8.75" w x 11.25" h  <b>Live Area*</b> — 7.5" w x 10" h</p>
<b>1/2 Page*</b>	<p>Horizontal — 7.5" w x 4.875" h          Vertical — 3.625" w x 10" h</p>
<b>1/3 Page*</b>	7.5" w x 3.25" h
<b>1/4 Page*</b>	3.625" w x 4.875" h

\*Text must be contained within the specified dimensions.



### Camera Ready Artwork can be accepted as camera ready if:

- It is the exact measurements for the contracted ad size.
- The color mode is CMYK.
- The resolution is a minimum of 300 dpi.
- All black text and black shapes are 100% black instead of process black and they have been set to overprint to avoid knockouts.
- The ad is approved and ready for print.

### Acceptable File Types:

**PDF Files are Recommended.** Native Adobe files with supporting fonts and images are also accepted. Those include PSD, AI, EPS, and InDesign files. JPG and TIF files are also accepted with a minimum of 300 DPI. GIF files cannot be accepted.

**Photos.** Photos should be a minimum of 1,000 pixels wide for a 1/4 Page ad, larger for larger ads. They may be provided in JPG, TIF, or RAW camera file formats.

**Logos.** Vector based logo files are recommended. These include EPS, AI, and PDF files.

**Images on the Web.** Images and logos CANNOT be pulled from the advertiser's Website. Web resolution files are too low resolution for print.

**Copyrights.** The advertiser must have permission to reprint all logos, photos, text, and design concepts provided to us. If you would like us to use an ad from another publication, please request consent to use the artwork it designed.

**Microsoft Office Files.** We cannot use files for advertisements that were created in any of the software included in the Microsoft Office Suite. This includes Word, Publisher, and PowerPoint. This software is designed for desktop publishing at home, not commercial production.

**Submission.** All artwork should be e-mailed to [michelle@aroundaboutmagazines.com](mailto:michelle@aroundaboutmagazines.com) Please provide a hard copy with your ad for proofing purposes. We cannot accept hard copies of ads as "camera ready". If the files are too large for email, call for DropBox information. (program download required).