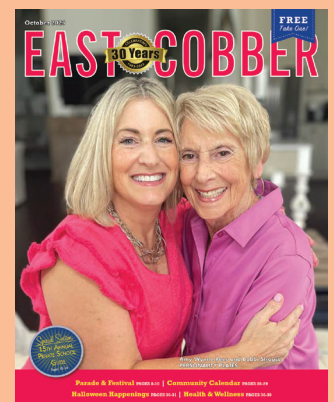
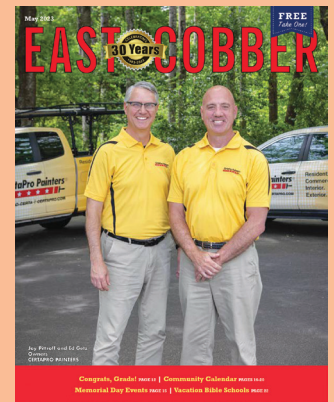


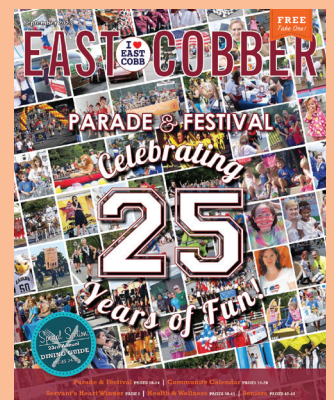
# EAST COBBER

The community magazine that gives affluent residents  
in East Cobb County good news in print and online.



2024  
Media Kit  
eastcobber.com

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March/April 2021

# EAST COBBER

# EAST COBBER

East Cobbers rely on EAST COBBER for information and recommendations that will enhance their lives with the best our community has to offer. 29 years in the making, EAST COBBER magazine has built a brand that reaches this exclusive, upscale market across a dynamic multimedia platform. In every format our goal is the same: to deliver content and experiences that make East Cobb County residents feel good about where they live and appreciate all the local resources available to them.

As East Cobb's premier media lifestyle brand, we connect with readers through our print magazine, website, social media, e-newsletters, signature events, and more.

Choose the platform that works best for your brand and connect with an audience that only EAST COBBER magazine can deliver.

EAST COBBER is the best place for you to generate business and interest for your company.

Read on to find out how advertising with us can help you achieve your bottom line.

Christine Love &  
Randi Soniker  
COMPASS  
REALTORS®

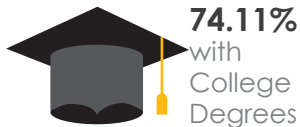
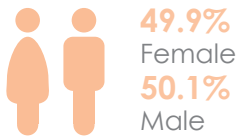
Local Author Writes Book PAGE 8 | Pet of the Month PAGE 18 | Dining Guide PAGE 20

Health + Wellness PAGE 22 | Tips to Stay Healthy During COVID-19 PAGE 30

## AUDIENCE PROFILE

**EAST COBBER** targets East Cobb residents better than any other publication in Metro Atlanta. 'East Cobb' County is comprised of the following zip code areas: 30062, 30066, 30067, 30068 and some of 30075. Here is a snapshot of the East Cobb community we serve:

### ACTIVE & EDUCATED



**34%**  
Stay at  
Home Moms



**66%**  
Married  
Couples  
Who Both Work



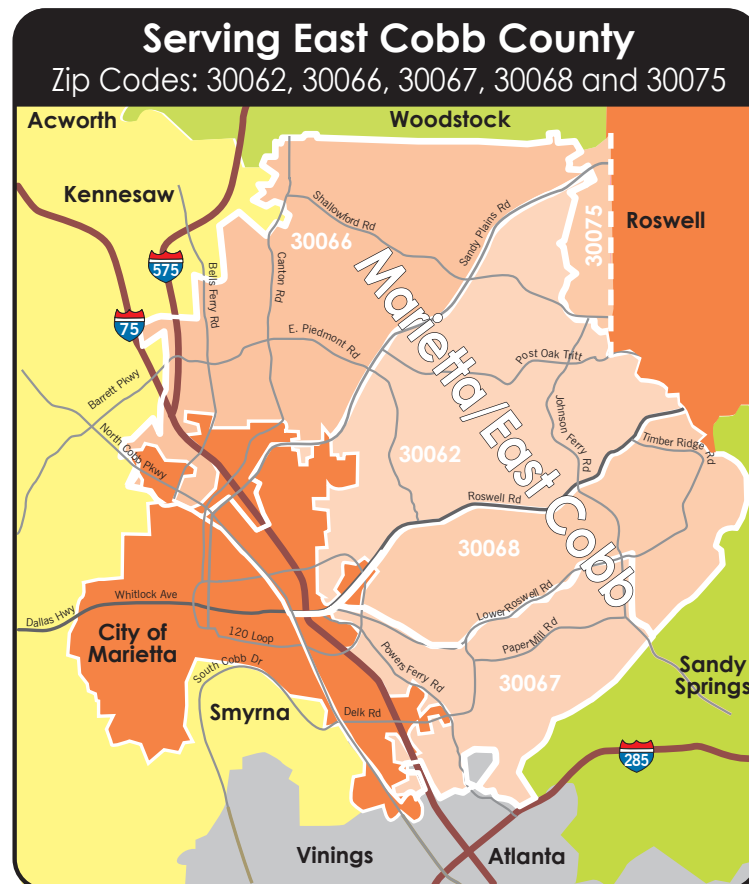
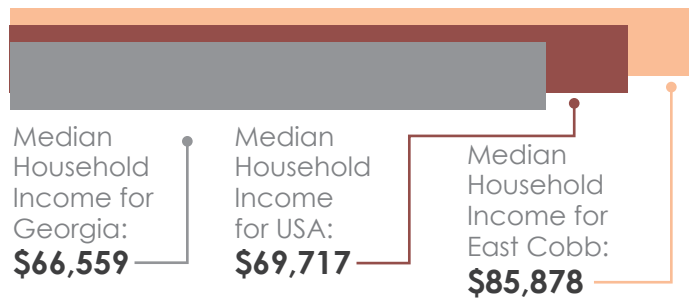
### FAMILY-FOCUSED

**80%**  
Families with  
at least one  
Child



### AFFLUENT

East Cobb County is the wealthiest area in all of Cobb County and one of the most affluent in Metro Atlanta.



2024

# EAST COBBER

INFORM • INSPIRE • INVOLVE

## PRINT

EAST COBBER is available at 500+ locations.

## CIRCULATION

Frequency: **11** issues per year

Readership: **62,500** per issue (962,500 per year)



## DISTRIBUTION

Available at:

- Schools
- Daycare Centers
- Grocery Stores
- Doctor's Offices/Urgent Care Facilities
- East Cobb Retailers
- Private Schools
- Restaurants
- Fitness Centers
- Churches & Synagogues



## ONLINE

**eastcobber.com:**

Visitors per month: **28,000**

Page Views per month: **40,000**

**E-newsletter subscribers:**

22,000+ weekly

## SOCIAL MEDIA



3,000+ Followers  
#eastcobber



5,950+ Followers  
@eastcobber



12,700+ Friends  
@EASTCOBBER



## 2024 EDITORIAL CALENDAR

### EAST COBBER 2024 Deadlines + Issue Dates

The EAST COBBER publishes special sections, a Health & Wellness Guide, an extensive Community Calendar, and Dining Guide every month. The following special sections are planned for 2024:

ISSUE DATE	SPECIAL SECTIONS/FEATURES	AD CLOSE	ISSUE DATE
February	Child Care & Preschool Guide	1/15/24	2/1/24
March	Home & Garden Guide Consignment Sales	2/15/24	3/7/24
April	Expanded Summer Day Camp Guide	3/15/24	4/4/24
May	Mother of the Year	4/15/24	5/2/24
June/July	Father of the Year Summer Fun	5/15/24	6/6/24
August	Back to School Guide East Cobb Dining Guide	7/15/24	8/1/24
September	Parade & Festival Guide	8/15/24	9/5/24
October	Private School Guide Halloween Happenings	9/16/24	10/3/24
November	Pet Guide	10/15/24	11/7/24
December	Holiday Gift Guide Holiday Happenings	11/15/24	12/5/24

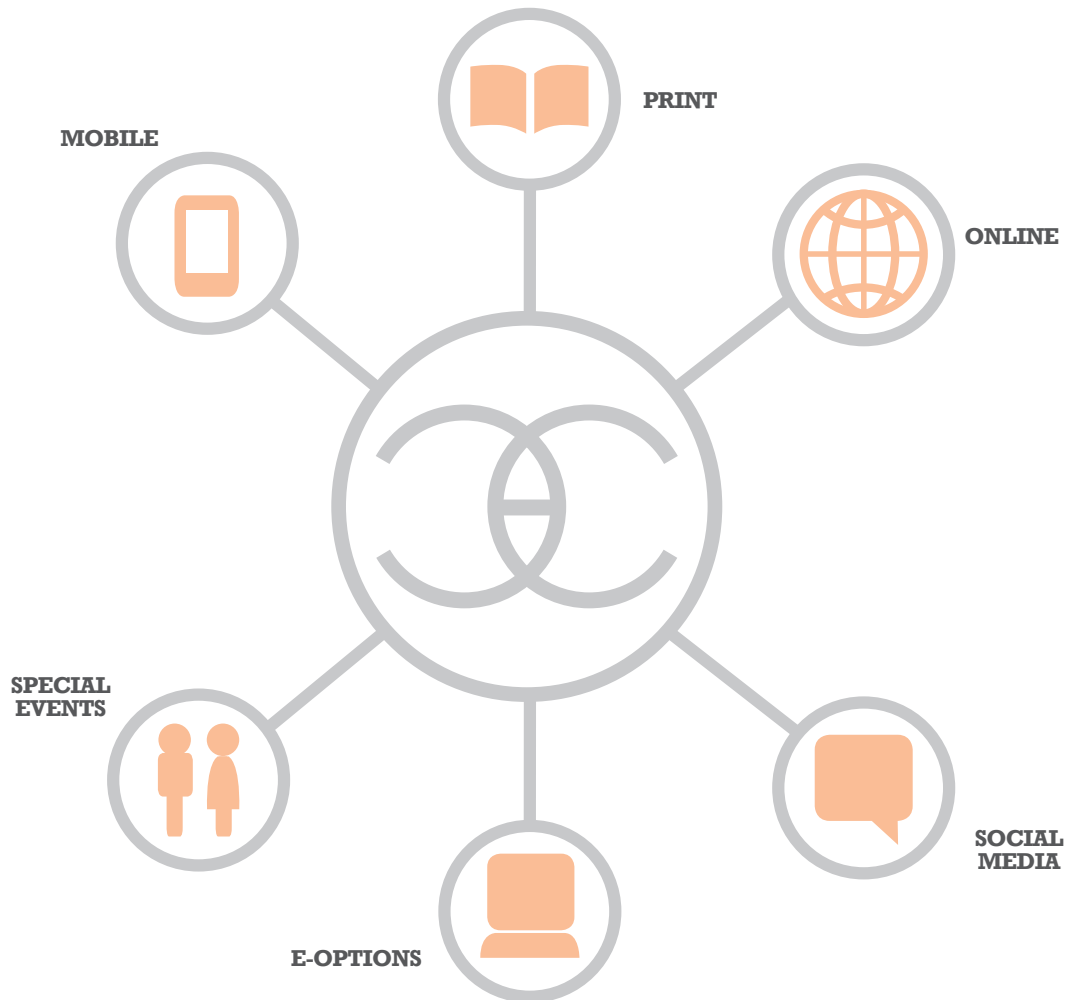


2024

**EAST COBBER**

INFORM • INSPIRE • INVOLVE

Now, more than ever, local businesses need different platforms to promote their business to their best target market: **East Cobb** residents.



**EAST COBBER's** various media platforms can put your company in the middle of it all. The **EAST COBBER** brand is the intersection where East Cobb County residents and businesses connect.

# TOP 10 WAYS WE CAN PROMOTE YOUR BUSINESS



## PRINT

- 1 Place a display ad in EAST COBBER.
- 2 Have an advertorial written about your business.



## ONLINE OPPORTUNITIES

- 3 Place an ad on our website.
- 4 Promote your special event on EASTCOBBER.com's online community calendar.



## SOCIAL MEDIA

- 5 Submit your special news or expert tips to be posted on an EAST COBBER blog. Every post that publishes on an EAST COBBER blog also automatically posts on the EAST COBBER Facebook page and the EAST COBBER twitter account.
- 6 Donate a product/service for Facebook Freebie Friday.
- 7 Friend or Like EAST COBBER—then when you post on your Facebook page that info automatically feeds into the EAST COBBER page and 12,700+ EAST COBBER “friends” will read that message.
- 8 Publish a special EAST COBBER offer on EAST COBBER Facebook page.



## E-OPTIONS

- 9 Place an ad on the EAST COBBER weekly E-newsletter that goes out to 22,000+ subscribers.



## SPECIAL EVENTS

- 10 Meet and greet your customers and prospects by participating in the EAST COBBER Parade and/or Festival and other local events.

# AD SIZES & SPECIFICATIONS

## AD SIZES

Full Page 7.5" wide x 10" high	1/3 Page Vertical 3.5" wide x 7.5" high
Full Page Bleed 8.75" wide x 11" high Safe or live area 7.5" wide x 9.75" tall	1/4 Page Vertical 3.5" wide x 4.5" high
1/2 Page Vertical 3.5" wide x 9.5" high	1/4 Page Horizontal 7.5" wide x 2" high
1/2 Page Horizontal 7.5" wide x 4.5" high	1/6 Page 3.5" wide x 3" high
1/3 Page Horizontal 7.5" wide x 3.5" high	Business Card 3.5" wide x 2" high

## CAMERA-READY INFORMATION

- Ads may be submitted as native layered files (with all collected/packaged necessary files & fonts), PDFs or other high-resolution formats.
- Acceptable formats for camera-ready submissions: \*.PDF, \*.EPS, \*.AI, \*.PSD, \*.TIF, \*.INDD
- Ads should be submitted by e-mail.
- Smaller ad with file sizes (8MB or less) may be e-mailed to your account executive.
- For larger ads, please upload to our Drop Box account.
- We cannot accept camera-ready files created in: Adobe Pagemaker, Microsoft Publisher, Microsoft Word or any other non-graphic program.

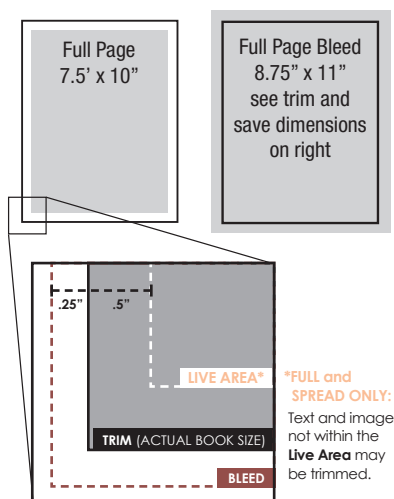
## FONT INFORMATION

- Include ALL font files (Adobe Postscript preferred), and include any fonts that were used to create \*.EPS, \*.AI or \*.INDD files.
- When using Adobe Illustrator to create an ad or any elements included within an ad, please make sure all type is converted to outlines, or font files are included when submitting ad files.

## IMAGE INFORMATION

- Include ALL placed artwork, embedded graphics and all other relevant materials. File formats for any images provided must be \*.PSD, \*.TIF or \*.EPS. When saving a file as an \*.EPS, please make sure that there is no JPEG encoding. Please do not save any \*.TIF files with LZW compression. All image resolution must be at least 300 dpi.
- Please make sure your 4-color images are CMYK (not RGB or pantone) to ensure proper printing of your ad.
- Any ads created on a PC must be translated to an \*.EPS file, which can be read by Adobe Illustrator or Adobe Photoshop. If you are using CorelDraw!, please convert all text to curves and export your ad to an \*.EPS or \*.AI (Adobe Illustrator) file.
- When using Black as a color for text, graphics or outline, it has to be a 100 black ink only, do not use all four CMYK colors to make black.

## FULL PAGE SIZE ADS



## FULL PAGE, BLEED DIMENSIONS

Please follow these directions for ads designed with the image going off the page edge (bleed). Ad must be built at 8.75" x 11", all content must fit within a 7.5 x 9.75" space. The extra space is for the trim and to keep content away from edge to avoid being trimmed off.

## AD DESIGN CHARGES

All ads not furnished "camera ready" will incur the following production charges:

Business Card: \$35

1/6 page: \$40

1/4 page: \$50

1/3 page: \$55

1/2 page: \$60

Full page: \$75

We accept the following credit cards:

MasterCard, VISA, Discover. Please make checks payable to: EAST COBBER

## PRODUCTION FEES

Rates include two proofs of revisions. Additional proofs or revisions are \$25 each.



## MAGAZINE AD RATE SHEET

BLACK & WHITE ADS	1X	3X	6X	11X
FULL	\$1,595	\$1,435	\$1,290	\$1,195
HALF	\$950	\$850	\$775	\$675
1/3	\$680	\$625	\$575	\$525
1/4	\$525	\$475	\$430	\$395
1/6	\$390	\$350	\$325	\$295
1/8	\$300	\$275	\$260	\$240

PREMIUM POSITIONS	1X	3X	6X	11X
BACK COVER	\$2,700	\$2,450	\$2,200	\$1,995
INSIDE FRONT COVER	\$2,495	\$2,250	\$1,995	\$1,800
INSIDE BACK COVER	\$2,200	\$1,985	\$1,770	\$1,600

\*Rates shown are per month charges and are based on receiving camera-ready artwork.

### Color (per insertion)

4-color: add 20% of monthly rate

### Guaranteed Position

All ads do not have a page placement guarantee.

**Premium/Guaranteed placement: add 20% of monthly rate.**

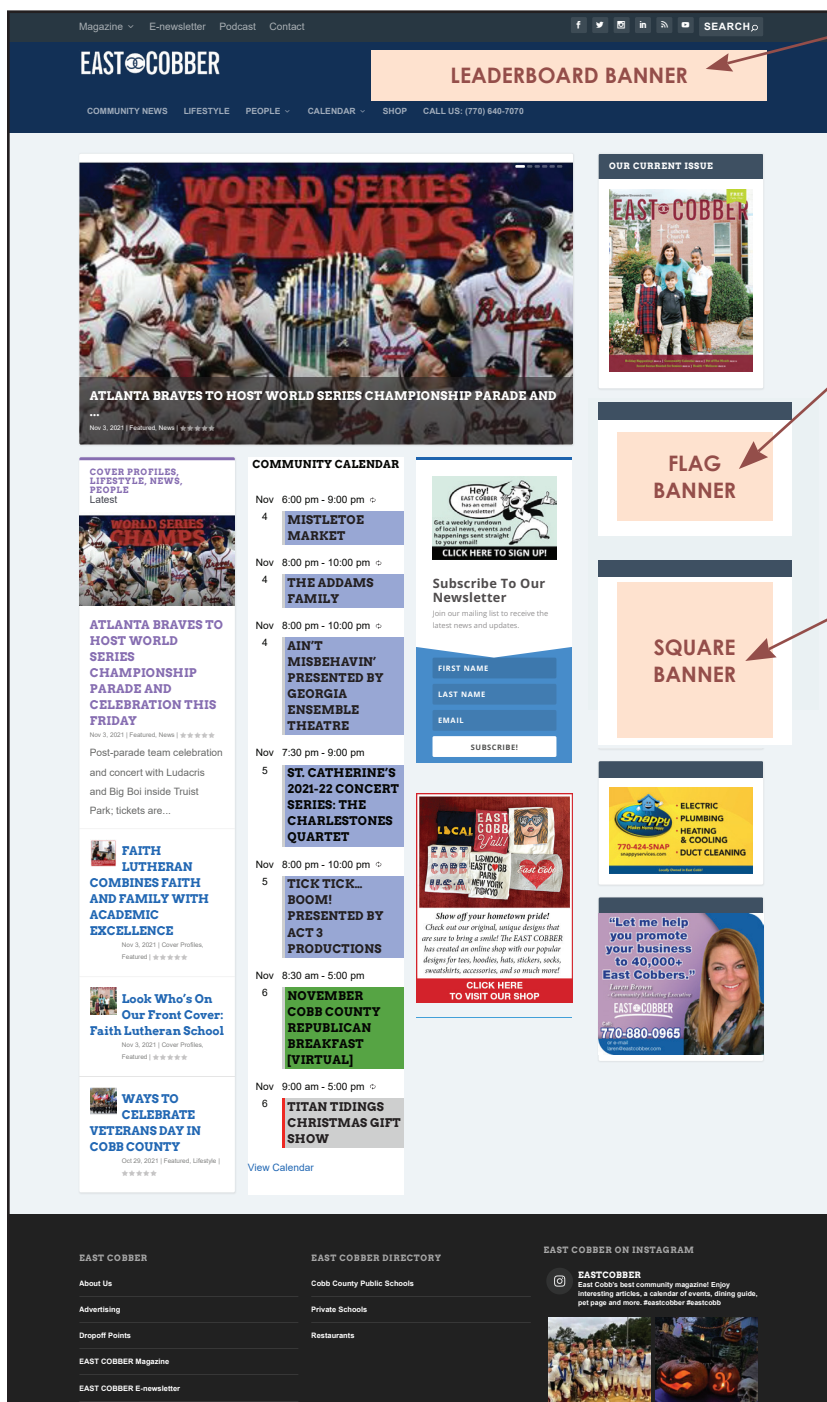


# 2024

# EAST COBBER

INFORM • INSPIRE • INVOLVE

## ONLINE ADVERTISING/WEB ADS



### LEADERBOARD BANNER AD

728 pixels wide x 90 pixels high  
8" (wide) x 1" (high)

**RATE: One Year: \$6,000;**

**\$350/month**

**File size: 80Kb**

### FLAG BANNER AD

250 pixels wide x 125 pixels high  
2.5" (wide) x 1.5" (high)

**RATE: One Year: \$1,000/year;**

**\$100/month**

### SQUARE BANNER AD

250 pixels wide x 250 pixels high  
2.5" (wide) x 2.5" (high)

**RATE: One Year: \$1,220/year;**

**\$150/month**

EAST COBBER expands its reach by creating an interactive presence on the internet. With relevant, local news posted everyday, our website, [www.eastcobber.com](http://www.eastcobber.com), is another platform for you to advertise your business. Prominently placed eastcobber.com ads (with links) are available for the home page and interior news pages. Contact your account representative for more information.

## E-NEWSLETTER AD RATE SHEET



### ADVERTISEMENTS

### PRICING PER WEEK

#### SMALL

\$300

240px (wide) by 240px (high)  
2.5" (wide) by 2.5" (high)

#### MEDIUM

\$350

240px (wide) by 300px (high)  
2.5" (wide) by 3" (high)

#### LARGE

\$450

500px (wide) by 300px (high)  
5" (wide) by 3" (high)

SENT TO MORE THAN

**22,000+ E-MAIL SUBSCRIBERS**

- Delivered every Friday
- Sent directly to mostly East Cobb residents and business owners
- Delivers powerful customer messages
- Offers premium ad placement

## THE MUSIC STUDIO CELEBRATES GRAND OPENING



East Cobb parents who have been wanting meaningful, fun activities for their children (or themselves) will be delighted to know that The Music Studio Atlanta (TMSA) has opened their beautiful 5000 sq. ft. studio in October, providing its special brand of engaging music lessons that families love. An official grand opening and ribbon cutting celebration is scheduled for

November 2nd at 3pm and interested families are invited to attend the festivities, enjoy hourly raffles, tours, refreshments, and more.

TMSA has been teaching at their Vinings studio for over 10 years, so they come to East Cobb with an established, talented faculty and a professional service from top to bottom.

Founder/Director Cecilia Rowe says, "Here at TMSA, we're parents too. We appreciate businesses that provide the best service possible and go the extra mile for families and students, and that's what we do here."

East Cobb families will enjoy:

- Friendly and patient instructors with lessons in Piano, Voice, Guitar, Strings, Drums and more.
- Available lesson times 7 days/week with professional front desk staff
- Engaging music lessons, where students play the songs they want to play
- Exclusive, proprietary reward system to encourage student growth
- Low pressure performance opportunities that build confidence and performance experience

TMSA offers many performance opportunities including their unique Destination Series where students perform at famous music halls throughout the US. They recently performed at Graceland in Memphis and at the Fox Theatre and are soon announcing the next big Spring '23 Destination location!

TMSA students learn to focus, take risks, and persevere. They also gain confidence and improved self-esteem while developing a skill to be proud of. They are rewarded through TMSA's exclusive proprietary reward system, trophies, and recognition as incentives for recital efforts.

Mrs. Rowe says about the expansion: "We are thrilled to bring our award-winning music program to East Cobb and look forward to making great music with East Cobb families!"

The Music Studio East Cobb is located at Pavilions at Eastlake, 2100 Roswell Road, Suite 1128, Marietta, 30062. Further details can be found at [www.TMSEastCobb.com](http://www.TMSEastCobb.com) or call/text 404-630-3885. You can also visit TMSA on Facebook or Instagram.

## ADVERTORIALS

Want your marketing story and company featured in an upcoming issue of the EAST COBBER? EAST COBBER is ready to tell your story in print and online.

By publishing an advertorial we can turn your expertise into story lines that shape opinions and compel people to action. We are dedicated to enhancing and celebrating East Cobb businesses.

An advertorial is an advertisement designed to simulate editorial content, while at the same time offering valid information to your prospective clients. Distinguish your company from your competition, with a powerful advertorial. For the discounted price of \$500, your half-page advertorial includes:

- 2-3 Paragraphs introducing your business to the community and highlighting your marketing message
- Copy editing and proofreading
- Guaranteed placement in the EAST COBBER magazine and on [eastcobber.com](http://eastcobber.com)
- We will also email you a link that will give your clients and prospective customers access to your advertorial
- Your advertorial gets posted on our social media channels reaching thousands more local prospects.

**Stay one step ahead of your competition by ordering your advertorial today!**  
Contact us to receive more information on how strong advertorial messages can greatly improve your sales, while boosting your business to new levels.





## EAST COBBER Parade & Festival



EAST COBBER extends its mission of building a sense of community by establishing a hometown tradition of a community parade and festival. As the producers of the first parade and festival in East Cobb County, the EAST COBBER aims to establish a strong network between schools, businesses, government and clubs to create a showcase event and annual tradition for East Cobb County. The EAST COBBER Parade has become the largest parade in all of Cobb County and is the only community-wide event for East Cobb.

The EAST COBBER Parade and Festival aims to build a sense of community and reinforce East Cobb's status as one of the best places to live in the Atlanta area by giving thanks and special tribute to those who contribute to the quality of life in East Cobb: such as, principals, schools, clubs, elected officials, and civic leaders.

Overall, the objectives of this special event are as follows:

- **SPOTLIGHT** the people who contribute to the quality of life in East Cobb County.
- **NETWORKING** opportunities for various groups of the community to interact.
- **BOOST** the image of East Cobb to external audiences as well as to help East Cobb residents feel good about living in East Cobb.
- **CELEBRATE** the arts by providing a showcase for local fine arts performers and groups at the Festival.
- **PROMOTE** economic development by providing local businesses with an event that demonstrates their community support and allows company personnel to interact with prospects and customers.

Because the EAST COBBER Parade & Festival is privately funded, contributions from local businesses are vital to keeping this tradition alive in East Cobb County. For sponsorship information or to request a festival booth application, contact 770-640-7070.

### 2024 EAST COBBER Parade & Festival Details:

**Date:**

Saturday, September 14, 2024

**Parade:**

10am

**Festival:**

11am-3pm

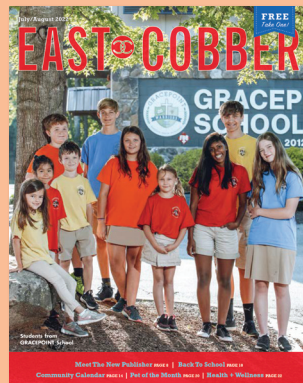
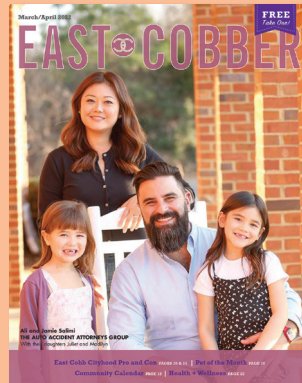
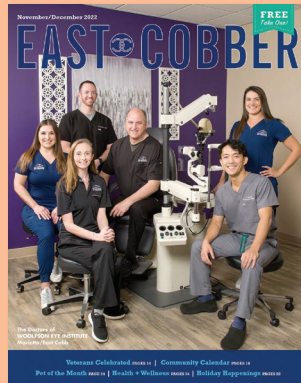
**Application Deadline:**

Friday, August 16, 2024





# EAST COBBER



P.O. Box 680455  
Marietta, GA 30068  
770-640-7070  
eastcobber.com