decaturish.com

www.decaturish.com
Email: advertise@decaturish.com

DIGITAL MEDIA KIT

About our Publication

Decaturish.com was founded in 2013 with a single mission: to provide quality, locally sourced news to our community. Since that time, our website has grown into a respected and award-winning publication serving thousands of readers every single day.

About our team

Dan Whisenhunt grew up in Alabama and moved to the Atlanta area in 2011. He's an award-winning journalist with more than a decade of experience covering local news. His goal is to develop a sustainable, local news site free of pay walls.

Zoe Seiler is Decaturish's full-time reporter covering Decatur, Avondale Estates, Kirkwood and East Lake. She covers local government meetings, school board meetings, community events and a little bit of everything else.

George Chidi has written for the AJC, the Guardian and the Intercept, and is working on a year-long project examining the rise of violent crime in Atlanta. A former Pine Lake city councilman, the Army veteran holds a journalism degree from UMass and an MBA from Georgia Tech.

Nicki Salcedo writes movie reviews and personal essays. She is an author, speaker, and mental health advocate. She lives in Decatur with her husband, three cats, and 4 kids.

Sara Amis holds an MFA in Creative Writing from the University of Georgia. Her work has appeared in Rolling Stone and The Saturday Evening Post.

Dean Hesse grew up in Decatur and currently resides in Stone Mountain. He began his freelance career as a stringer covering local events for the DeKalb News/Sun in the 1990s and attended the Southeastern Center for the Arts Professional Photography Program.

Our Readership

Our readership has grown with us. The Decaturish audience is economically diverse and educated. Here are some key facts about people who read Decaturish:

Demographics

MALE 25% FEMALE 75%	**MEDIA AGE** 35-54	**HOUSEHOLD INCOME** $50,000-$99,999
	COLLEGE GRADUATE 39%	**POST GRADUATE** 53%

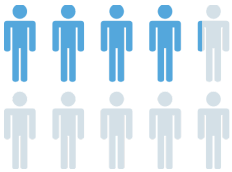
Site Statistics

300,000+ PAGE VIEWS PER MONTH	**157,000+** USERS PER MONTH	**6,000,000+** VIEWS SINCE 2013	**24,000+** SOCIAL MEDIA FOLLOWERS

Our Paying Supporters

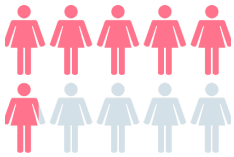
Decaturish has 1,500 paying supporters who contribute monthly or yearly to support the work we do. They are loyal and their feedback is essential to our mission. Here are some key facts about our paying supporters:

Demographics



MALE

32%



FEMALE

66%

MEDIAN AGE

35-54

HOUSEHOLD INCOME

$150,000

COLLEGE GRADUATE

39%

POST GRADUATE

53%

Additional Insights

50%
WORK FULL-TIME

49%
LIVE IN CITY OF DECATUR

91%
OWN THEIR HOME

73%
OWN OR FOSTER PETS

What Our Readers Have to Say

As local news outlets continue to disappear, so does citizen engagement. When citizen engagement disappears, your local elected officials are not held accountable and transparency quickly erodes. Your local news outlets are the journalists who know their community, their local officials, their local subject matter experts, their area resources, etc., better than anyone. Supporting local news outlets like Decaturish is investing in your very own community

— Margaret Arnett

The AJC is great, but it only covers DeKalb if something major happens. But a lot of it is just peace of mind that someone is keeping track of what is happening in my community. Knowing that someone will be at the commission meetings and asking the police about investigations is worth the investment to me.

— Robert “Bo” Burke

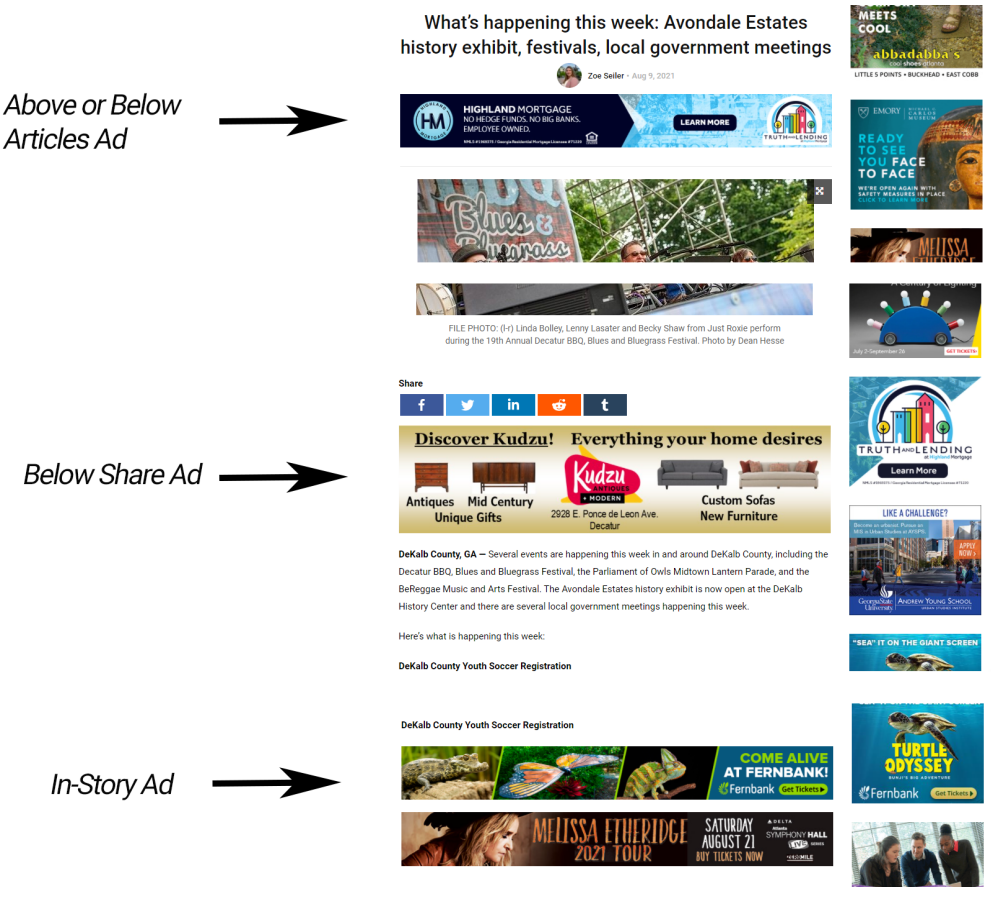
There are far fewer places covering tax allocation districts, road diets and tree ordinances. I felt- and still feel- that we spend money on things that we value, and in this case, Decaturish's coverage of the people, places and things that oftentimes impact us the most is something that our community must support. Less good journalism focused on our communities results in a less informed community. A less informed community — no matter how well-intentioned they are — becomes an apathetic community. An apathetic community isn't a community at all. They're just a bunch of people who live within proximity of one another.

— Jon Effron

Digital Display Advertising

	PRICE MONTHLY	AD IMAGE SIZE
Scrolling Top Banner	$1625 shared, $3400 exclusive	2000x500
Leaderboard Ad	$800 shared, $2000 exclusive	880x109
Sidebar Ad (Static 1-16 positions)	$800 shared, $1400 exclusive	300x250
Bottom Sidebar Ad (Rotating positions)	$600 shared, $900 exclusive	300x250
Pop-up ad	$2500 exclusive	400x546
Between Categories Ad	$800 shared, $2000 exclusive	880x109
Above/Below Articles Ad	$800 shared, $2000 exclusive	880x109
Below Share Ad	$800 shared, $2000 exclusive	880x109
In-Story Ad	$800 shared, $2000 exclusive	880x109
Sponsored Content	$1000	Contact us for details.
Mobile Only Overlay Ad	$900	728x90
Email Newsletter Placement and/or Digital Magazine Placement	Contact us for pricing and sizes	---

Website Ad Placement Examples



Website Ad Placement Examples (cont.)

Our Advertisers

- Multi-Family Real Estate
- Legal Services
- Schools
- Residential Real Estate
- Financial Services
- Government
- Local Businesses
- Business Improvement Districts
- Commercial Real Estate