



[www.decaturish.com](http://www.decaturish.com)  
Email: [advertise@decaturish.com](mailto:advertise@decaturish.com)

# DIGITAL MEDIA KIT

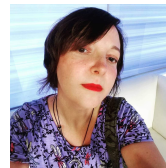


## About our Publication

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.

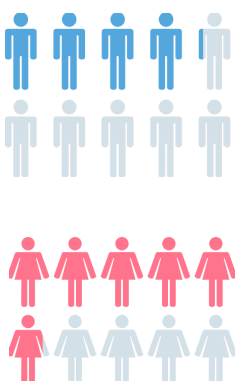



**Dean Hesse** grew up in Decatur and currently resides in Stone Mountain. He began his freelance career as a stringer covering local events for the DeKalb News/Sun in the 1990s and attended the Southeastern Center for the Arts Professional Photography Program.







# 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

 <p><b>MALE</b> 25%</p> <p><b>FEMALE</b> 75%</p>	 <p><b>MEDIA AGE</b> 35-54</p>	 <p><b>HOUSEHOLD INCOME</b> \$50,000-\$99,999</p>
	<p><b>COLLEGE GRADUATE</b> 39%</p>	<p><b>POST GRADUATE</b> 53%</p>

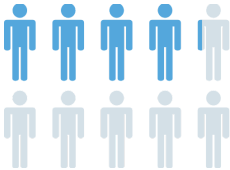
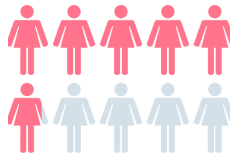



## Site Statistics

			
<p><b>200,000+</b> PAGE VIEWS PER MONTH</p>	<p><b>157,000+</b> USERS PER MONTH</p>	<p><b>6,000,000+</b> VIEWS SINCE 2013</p>	<p><b>24,000+</b> SOCIAL MEDIA FOLLOWERS</p>





# Our Paying Supporters

Decaturish has 2,500 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

 <b>MALE</b> <b>32%</b>  <b>FEMALE</b> <b>66%</b>	 <b>MEDIAN AGE</b> 35-54	 <b>HOUSEHOLD INCOME</b> \$150,000
 <b>COLLEGE GRADUATE</b> 39%	<b>POST GRADUATE</b> 53%	

## Additional Insights

			
<b>50%</b> WORK FULL-TIME	<b>49%</b> LIVE IN CITY OF DECATUR	<b>91%</b> OWN THEIR HOME	<b>73%</b> OWN OR FOSTER PETS



## What Our Advertisers Have to Say



“Decaturish was incredibly accommodating, helpful, and gave us great visibility when we needed some last-minute advertising for an event. Through them we received a ton of new views and clicks not only to our event page but to our website as a whole. We plan to work with Decaturish again for future advertising needs!”

— DeKalb History Center



I have really enjoyed my experience working with the Decaturish team to help advertise Simmons Vet and build my personal brand and voice. They have shown a willingness and interest to be creative and adaptable in finding an advertising solution that would work for my business. Notably, as a startup, liquidity is king and I needed the peace-of-mind that I wouldn’t get locked into anything long-term. Decaturish provided that and more by allowing me to have a short-term banner placement in conjunction with a fun, rolling sponsored content series (Ask the Vet). This advertising combination has brought my website a boatload of traffic and helped to build my voice and reputation in the community. And I fully expect that to spill over into my business over the coming months through appointment bookings.

— Christopher Simmons, DVM, MBA, Simmons Veterinary Clinic



Decaturish is an amazing community resource that people turn to multiple times per day. They're always on top of local happenings and the reporting is fair and unbiased. We've gotten consistently strong numbers and click-throughs. It's clear to us that if you have a business near Decatur, you need to be on Decaturish.

— Huntington Learning Center of Decatur

# Digital Advertising

## Website

	PRICE MONTHLY	AD IMAGE SIZE
<b>Billboard</b>	\$2000 shared	2000x500
<b>Leaderboard</b>	\$1500 shared	880x109
<b>What's Trending</b>	\$800 shared	880x109
<b>Events Tab</b>	\$25000	Contact us for details.
<b>Category Leaderboard</b>	\$1500 shared	880x109
<b>Headline Banner</b>	\$1500 shared	880x109
<b>Top In-Story</b>	\$1500 shared	1600x360
<b>In-Story</b>	\$1500 shared	880x109
<b>Bottom In-Story</b>	\$1500 shared	1600x360
<b>Sidebar (Static 1-10 positions)</b>	\$800 shared	300x250
<b>Bottom Sidebar (Rotating positions)</b>	\$600 shared	300x250
<b>Homepage Banner 1 - 4</b>	\$500 shared	1600x360
<b>Bottom Homepage</b>	\$500 shared	1600x360
<b>Mobile Banner</b>	\$1500 shared	728x90
<b>Inside Footer</b>	\$500 shared	300x250
<b>Pop-Out</b>	\$5000 exclusive	300x500
<b>Sponsored Content</b>	\$1000	Contact us for details.

## Newsletters

	PRICE MONTHLY	AD IMAGE SIZE
<b>Top Banner</b>	\$1500 shared	880x109
<b>Sidebar</b>	\$1000 shared	300x250
<b>Bottom Banner</b>	\$1000 shared	880x109
<b>Events Banners</b>	\$1000 shared	880x109
<b>Dish Banners</b>	\$1000 shared	880x109
<b>Subscriber Banners</b>	\$1'000 shared	880x109



# Website Ad Placement Examples

Above or Below  
Articles Ad



What's happening this week: Avondale Estates history exhibit, festivals, local government meetings

Zoe Seiler · Aug 9, 2021



FILE PHOTO: (l-r) Linda Bolley, Lenny Lasater and Becky Shaw from Just Roxie perform during the 19th Annual Decatur BBQ, Blues and Bluegrass Festival. Photo by Dean Hesse

Share



Below Share Ad



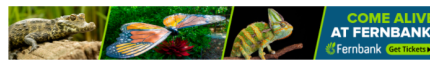
**DeKalb County, GA** – Several events are happening this week in and around DeKalb County, including the Decatur BBQ, Blues and Bluegrass Festival, the Parliament of Owls Midtown Lantern Parade, and the BeReggae Music and Arts Festival. The Avondale Estates history exhibit is now open at the DeKalb History Center and there are several local government meetings happening this week.

Here's what is happening this week:

DeKalb County Youth Soccer Registration

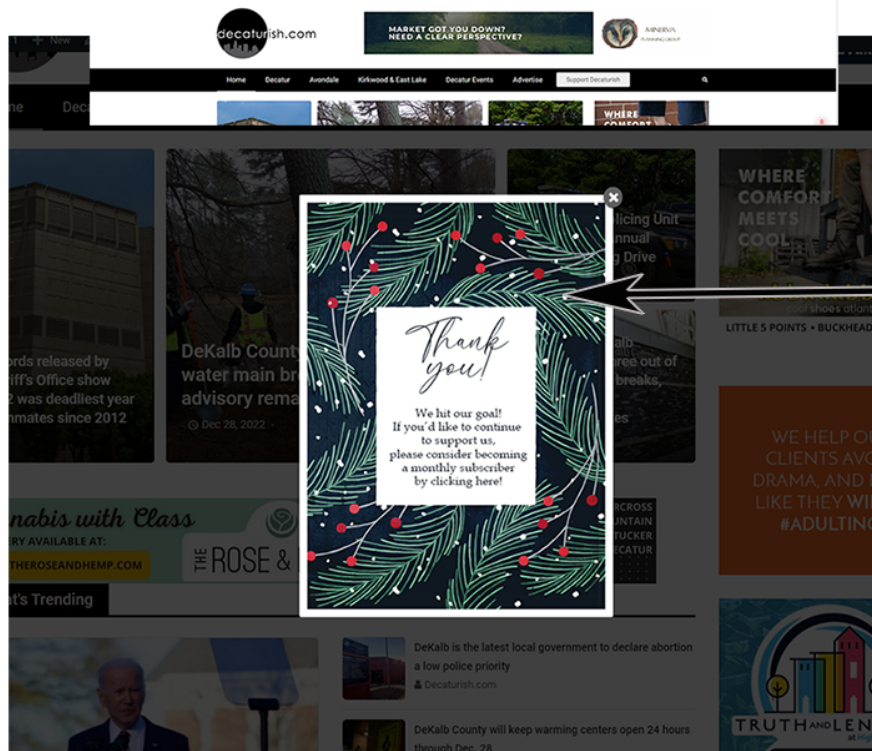
DeKalb County Youth Soccer Registration

In-Story Ad












## Website Ad Placement Examples (cont.)

Scrolling Top Banner



Pop-up ad

# Our Advertisers

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

Updated: December 2023