



ATL VIBES & VIEWS

MEDIA KIT | 2026

Editorial Features + Brand Partnerships | Book a quick intro



The City · The Culture · The Conversation · www.atlvibesandviews.com



ATL VIBES & VIEWS

INTRODUCTION

ATL Vibes & Views is a hyperlocal media platform shaping how Atlanta's culture, development, and businesses are discovered.

We cover the moments, places, and people driving the city forward — from neighborhood growth and new business openings to cultural events and community conversations.

Through editorial storytelling, digital features, and on-the-ground coverage, ATL Vibes & Views connects brands and events with an engaged Atlanta audience that values authenticity, relevance, and local impact.

MISSION STATEMENT

Our mission is to document and elevate Atlanta's people, places, and progress through storytelling that informs, connects, and inspires the communities shaping what's next.

Editorial-led. Community-rooted. Brand-aligned.





ATL VIBES & VIEWS

FEATURES

DEVELOPMENT + GROWTH

Coverage of neighborhood change, new projects, and the businesses shaping Atlanta's future.

Includes:

- Development & business spotlights
- Neighborhood growth stories
- Community impact features

FOOD + DINING

Stories spotlighting Atlanta's food scene, from new openings to established favorites.

Includes:

- Restaurant & chef spotlights
- New openings & concepts
- Curated dining guides

ART + CULTURE

Celebrating the creatives, festivals, and cultural movements defining the city.

Includes:

- Artist & cultural spotlights
- Music, art, and entertainment
- Festival and event coverage

COMMUNITY + LIFESTYLE

Stories centered on how people live, gather, and build community in Atlanta.

Includes:

- Community events & experiences
- Local initiatives & organizations
- Lifestyle and neighborhood features

EDITORIAL FORMAT

THE ATL EXPERIENCE

The ATL Experience is our editorial framework for producing and distributing Atlanta stories across written, visual, and social channels — shaping how culture, community, and city life are documented and shared.

Includes:

- Editorial features and reporting
- On-the-ground coverage
- Visual storytelling (video and photography)
- Narrative social and digital distribution

WHO WE PARTNER WITH

We partner with brands and organizations activating in Atlanta and shaping the city's culture, growth, and community.

- Consumer brands and sponsors
- Restaurants, hospitality, and nightlife
- Developers and neighborhood-scale projects
- Events, festivals, and cultural moments
- Regional and national brands seeking local relevance

Partnerships are editorial-led and community-aligned.





ATL VIBES & VIEWS

DEMOGRAPHICS

UPDATED JAN 2026

**ACCOUNTS REACH
(LAST 30 DAYS)**

608K

**AUDIENCE SIZE
(ALL PLATFORMS)**

56K+

GENDER

Female: 56%

Male: 44%

AGE

25-34: 33%

35-44: 27%

45-54: 17%

55+: 6%

INTEREST

Local Events + Food

Arts + Culture

Real Estate + Development

Community + Lifestyle

Entrepreneurship

Primary distribution across short-form
video and owned media channels

TOP PLATFORMS

Instagram: 50%

TikTok: 35%

YouTube: 10%

Newsletter: 5%



EDITORIAL FOCUS 2026



**JANUARY/
FEBRUARY**

Black Excellence & Business

Celebrating Atlanta's legacy of entrepreneurship, innovation, and community leadership through business and cultural storytelling.



**MARCH/
APRIL**

Roots of the City

Exploring Atlanta's neighborhoods, homeowners, and community foundations shaping the city's growth.



**MAY/
JUNE**

Culture in Bloom

Highlighting festivals, arts, food, and creativity that bring Atlanta to life each spring.



**JULY/
AUGUST**

The Heat of the City

Spotlighting the people, movements, and experiences driving Atlanta's summer energy.



**SEPTEMBER/
OCTOBER**

Innovation & Influence

Showcasing leaders, creators, and visionaries redefining Atlanta's future across business, culture, and technology.



**NOVEMBER /
DECEMBER**

ATLish: Holiday Edition

Celebrating local dining, shopping, and experiences that define the city during the holidays.

Editorial themes guide coverage but do not limit storytelling opportunities throughout the year.

SIGNATURE PARTNERSHIPS



Our signature partnerships represent recurring formats for community-aligned brand collaborations.



NextUp ATL

Empowering Atlanta's next generation of entrepreneurs.

A business education experience featuring expert-led workshops, panels, and networking focused on building and scaling businesses in Atlanta.

Partner fit: education-focused brands and sponsors aligned with entrepreneurship and small business growth.

Brick by Brick

Building stronger communities through homeownership.

A community initiative providing practical education and resources for first-time homebuyers in collaboration with local housing and real estate experts.

Partner fit: housing, finance, real estate, and community-focused brands.



Joy The ATL Way

Spreading joy, connection, and kindness throughout Atlanta.

A seasonal giving initiative bringing together local businesses and sponsors to support families and children during the holidays.

Partner fit: consumer brands and sponsors supporting community impact and seasonal activations.



ATL VIBES & VIEWS

CONTACT

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FOR PARTNERSHIP INQUIRIES

Please include a brief overview of your brand or activation when reaching out.

MAILING ADDRESS

ATL VIBES & VIEWS

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