



# ATL VIBES & VIEWS

MEDIA KIT | 2026

Editorial Features + Brand Partnerships | Book a quick intro





## ATL VIBES & VIEWS

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# 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.

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# 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.



# 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.**



# 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%



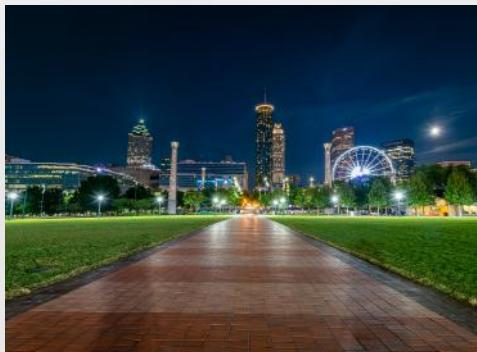
# EDITORIAL FOCUS 2026



**JANUARY/  
FEBRUARY**

## **Black Excellence & Business**

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



**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.

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