



ATL VIBES & VIEWS

MEDIA KIT | 2026

Editorial Features + Brand Partnerships | Book a quick intro



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

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

FOOD + DINING

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

ART + CULTURE

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

COMMUNITY + LIFESTYLE

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

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.

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
- Technology and financial institutions

Partnerships are storytelling-led and community-aligned.



ATL VIBES & VIEWS

DEMOGRAPHICS

UPDATED MAY 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

Arts + Culture
Community + Lifestyle
Entrepreneurship
Local Events + Food
Real Estate + Development

TOP PLATFORMS

Primary distribution across short-form video
and owned media channels

Website
Instagram
TikTok
YouTube
Podcast
Newsletter



SCAN TO VISIT
OUR WEBSITE



EDITORIAL FOCUS 2026



January - March

Roots of the City

The neighborhoods, developments, and community foundations shaping Atlanta from the ground up.



April - June

Culture in Bloom

Festivals, arts, food and energy that makes Atlanta feel most like itself every spring.



July - September

Innovation & Influence

Atlanta's business owners, creators, and cultural tastemakers — the people redefining what this city is becoming.



September - December

ATLish: Holiday Edition

Local dining, local shopping, and the experiences that make Atlanta worth celebrating.

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.



SCALE: ATL

Empowering Atlanta's entrepreneurs & trades professionals.

In-person event designed to connect Atlanta's professionals with the exact resources, tools, and relationships needed to take advantage of the city's economic boom.

Partner fit: Brands and sponsors with the resources to bring world-class tools, funding access, and expertise into a city that's ready to receive it

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.



DIGITAL ADVERTISING SPECS & RATES

AVV creates and curates content, Share your scope of work, brand guidelines and story specifications and we'll create the ad creatives and content on your behalf with your approval. All of our ads are native to match the look and feel of the AVV branding.

Featured Placement

Home Page Side Bar \$ 500
300x250

Home Page In Line Display \$ 500
1200x160

Native Story Card \$ 650
600x300

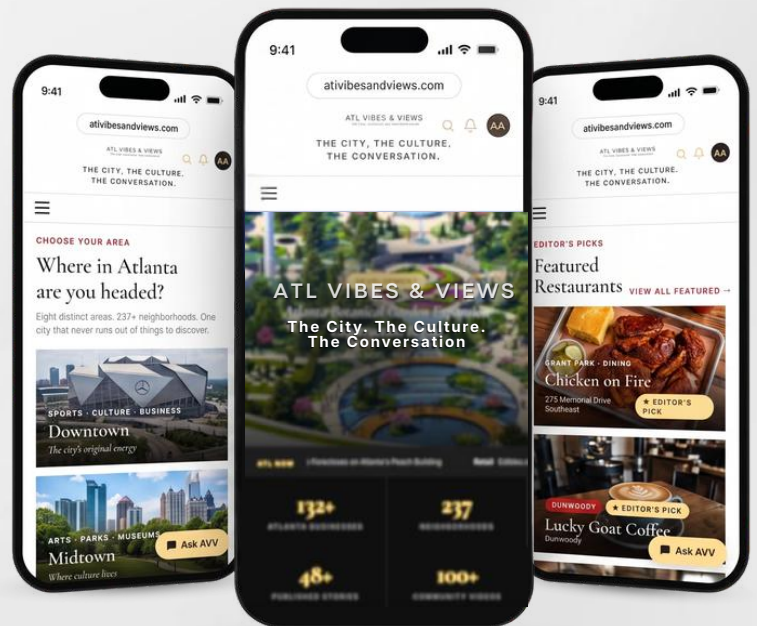
Featured Business \$ 450
600x300

Featured Video \$ 750
N/A

Editor's Pick \$1,200
600x300

Home Page Hero Sponsor \$1,500
1440x640

Home Page Takeover \$2,750



DIGITAL ADVERTISING SPECS & RATES

Category/Neighborhood Placement

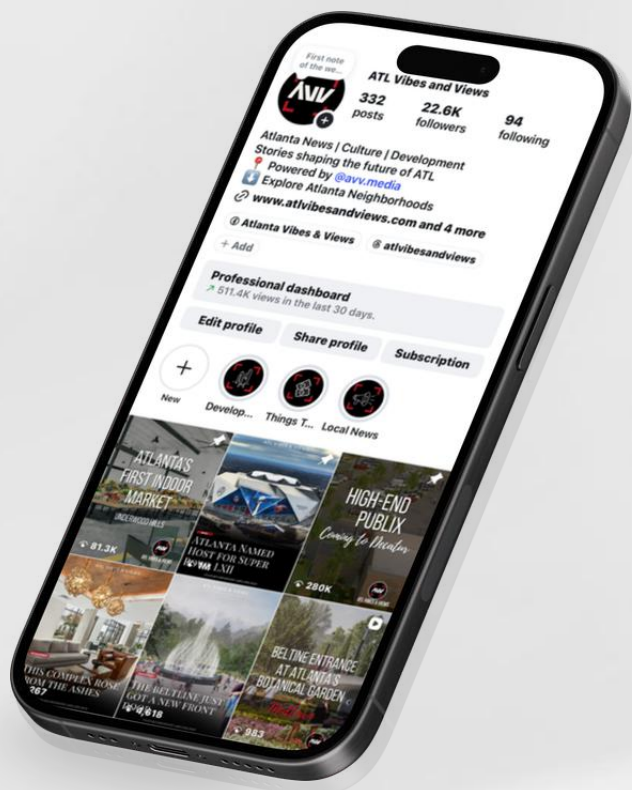
Sidebar Top 300x250	\$ 300
Sidebar Mid 300x250	\$ 250
Sidebar Tall 600x300	\$ 650
Inline CTA 1200x160	\$ 325
Non-Homepage Blog Feature	\$ 900
Individual Page Takeover	\$1,750

Social Media Content

IG/FB/TikTok Static Post	\$ 500
IG/FB/TikTok Short Form Reel	\$1,200
Story Post w/CTA	\$ 350

Specialty Placement

Newsletter Top Slot 300x250	\$ 400
Newsletter Mid Slot 1200x160	\$ 350
Podcast Sponsorship	\$ 750
Podcast Interview	\$1,200
Page Sponsorship	\$ 750
Premium Business Listing	\$ 99



THIS IS ATLANTA

PARTNERSHIP PACKAGES

'This Is Atlanta' is our editorial series where we take viewers neighborhood by neighborhood to meet the developments, businesses, and people shaping the city. Partnership packages run as a 30-day campaign across ATL Vibes & Views' owned channels — socials, website, newsletter, and podcast.

The Spotlight

Supporting sponsor. Get featured alongside the brands powering Atlanta's story.

\$2,400 / campaign

- IG/FB/TikTok Short Form Reel
- Homepage In Line Display (25% SOV)
- Category/Neighborhood Sidebar Placement
- Non-Homepage Blog Feature
- 1x Newsletter Mid Slot Placement
- Premium Business Listing

The Marquee

Title sponsor. Your brand presents the series (One per category)

\$7,500 / campaign

Everything in The Spotlight, plus your name on the show:

- "Presented by [Brand]" — spoken in the open + on every end card
- Title billing across the series: "This Is Atlanta, presented by [Brand]"
- Category exclusivity
- Additional Social Reel
- Story Post w/ CTA
- Native Story Card Feature Placement
- Neighborhood Page Sponsorship
- Top Sidebar Placement — Explore ATL + Editorial

The ATL Experience

\$22,500 / campaign

Total ownership. One brand, the entire campaign. You get 100% share of voice across every channel for a full 30 days, where you're the only name in This Is Atlanta.

Everything in The Marquee plus...

On-air: 30-min podcast feature · 3 podcast clips

Always-on social: 6 reels · 12 story boosts · 30-day pinned post + highlight

Editorial & homepage: Editor's Pick · Featured Video · weekly newsletter

Reporting: custom analytics dashboard

Final rollout schedule is planned during onboarding.

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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ATLANTA, GA 30326

The City · The Culture · The Conversation

www.atlvibesandviews.com