

# ATLANTA BEST MEDIA

Best Self Atlanta | My Home Improvement | My Neighborhood



Connecting Your Business  
With Your Customers Based on  
Their INTERESTS and Where they LIVE!



# 2026 MEDIA KIT

# Meet Our Founder

**Sherri Adair's career** began in the 1980s fitness boom. She built a large following through high-energy workout communities, including Waist Basket Aerobic Studios and Power House Fitness in Atlanta. Her customized fitness concept combined the three pillars of fitness: strength, flexibility and cardio into a one-hour session focused on fun, accessible group exercise. That early success led to ownership of 36 fitness centers across seven states and a career rooted in community and helping people feel their best.



Sherri brought that same drive into media with the launch of Atlanta Sports Fitness in 1990. What began as Atlanta's premier fitness publication quickly grew into a larger community. That momentum led to the creation of EventCo, where Sherri and her team produced some of Atlanta's most iconic races, from the GA 400 Road Race to Fernbank's Dinosaur Dash and the 1996 Olympic Day Run.

As life evolved and Sherri and those around her focused on raising families and building homes, she joined forces with Patti Stephens and launched *Atlanta Home Improvement* in 2001. After rebranding to *My Home Improvement* in 2017, the magazine has continued to connect Atlantans with trusted local home professionals.

As her kids got older, her focus returned to her own health and wellness. That renewed perspective sparked the idea for *Best Self Atlanta*. Launched in 2009, *Best Self Atlanta* was created to connect readers with the people, professionals and resources helping Atlantans feel good, look good and do good. Over time, iconic communities have naturally formed, including Over 40 & Fabulous, Atlanta Best Self Business Community, Masters of Makeover and more. Together, these communities have brought like-minded Atlantans together to live even better and do more good across Atlanta.

Today, through Atlanta Best Media, Sherri leads *Best Self Atlanta*, *My Home Improvement* and more than 20 hyperlocal My Neighborhood magazines. While the publications may have grown, the names have changed and years have passed, Sherri's mission remains the same: to connect local Atlantans with trusted experts and local businesses so everyone has access to information, motivation and resources to live their best life.

*Sherri*

Sherri Adair, Founder

## Meet the Atlanta Best Media Team



**Patti Stephens**  
Publisher



**Wyndi Kappes**  
Editor, *Best Self Atlanta*



**Dawn DeSantis**  
Associate Publisher,  
*Best Self Atlanta*



**Witt Beckman**  
Senior Media  
Consultant



**Dona Halliday**  
Creative Director



**Katherine Saucedo**  
Assistant Editor



**Amy Smith**  
Media Consultant



**Gail Sawyer**  
Office Manager



**Jennifer Colosimo**  
Editor, *My Neighborhood*  
& *My Home Improvement*



**Amanda Davidson**  
Sales & Marketing Coordinator



**Reagan Kelly**  
Editorial & Digital  
Content Manager

# bestself

FEEL GOOD • LOOK GOOD • DO GOOD



## Digital & Print Distribution by Issue

DIGITAL ISSUE

410,000

NEWSLETTER REACH

280,000

WEBSITE INTERACTIONS

90,000

SOCIAL MEDIA REACH  
ON FACEBOOK  
AND INSTAGRAM

40,000

High-Quality print issues available  
for pickup at 1200+ locations  
throughout Metro Atlanta.

[Click here  
for locations.](#)



## Editorial Focus

Offering readers a trusted guide to feeling good, looking good and doing good, *Best Self Atlanta* covers the people, places and expert insights shaping the city. From the latest in aesthetics and self-care to fitness, nutrition, relationships, family, mindfulness and joyful living, every issue blends practical advice with inspiring local storytelling. Through expert Q&As, service-driven features, personal profiles and community spotlights, *Best Self Atlanta* connects readers with the resources, trends and Atlantans helping them live their best lives.

### Editorial Topics:

We are often looking for expert insights that align with each of our six main content pillars:

- **Beauty & Anti-Aging:** Trends and treatments, before-and-afters and expert tips for aging well
- **Health & Wellness:** Medical advances, tips for managing chronic conditions and health explainers
- **Fitness & Nutrition:** Workout tips and trends, nutrition advice and recipes
- **Relationships & Family:** Dating tips, marriage and friendship advice and things to do with kids
- **Mindfulness & Joy:** Exciting adventures, events and other activities around Atlanta
- **Atlantans:** Inspiring individuals who make our community a better place

## Special Issues, Special Sections

- Over 40 & Fabulous • Inspiring Innovators Under 40 • Beauty Bosses
- Best of 2026 • Top 10 for Men

# bestself

FEEL GOOD • LOOK GOOD • DO GOOD



## 2026 Print Schedule & Deadlines

2026 ISSUES	ARTWORK DUE	DISTRIBUTION DATE
January / February	12/1/25	1/1/26
March / April	2/1/26	3/1/26
May / June Issue	4/1/26	5/1/26
July / August	6/1/26	7/1/26
September / October	8/1/26	9/1/26
November / December	10/1/26	11/1/26

## 2026 Ad Rates

AD SIZE	1x	3x	6x
Full	\$4,000	\$3,500	\$3,000
Half	\$2,500	\$1,900	\$1,700
Quarter	\$1,400	\$1,100	\$1,000
IFC / P3 / IBC / Sponsored Content	\$4,500	\$4,000	\$3,500



MY SPACE | MY STYLE | MY VISION

# My HOME

IMPROVEMENT ATLANTA



## Digital & Print Distribution by Issue

DIGITAL ISSUE  
**115,000**

NEWSLETTER REACH  
**70,000**

WEBSITE INTERACTIONS  
**30,000**

SOCIAL MEDIA REACH  
ON FACEBOOK  
AND INSTAGRAM  
**15,000**

High-Quality print issues available  
for pickup at 1200+ locations  
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## Editorial Focus

Offering readers a hands-on guide to inspire projects in their own home, *My Home Improvement* covers topics from home remodeling and kitchens and baths to interior design, outdoor living and seasonal home maintenance. From hard-and-fast facts for approaching each project to resource guides that set homeowners up for remodeling success and inspirational photo spreads spanning all types of creative spaces, every issue is dedicated to all things home improvement.

### Editorial Topics:

- Questions to ask before a remodel, with pros across the industry weighing in
- Beautiful kitchens and bathrooms
- Before-and-after remodeling projects for every room
- Innovative outdoor spaces including saunas and spas, sports courts, landscape design and living spaces
- Using color in creative ways
- How-to guides for painting a ceiling, adding architectural details or replacing light fixtures and more

## Special Issues, Special Sections

- Backyard Bosses • Kitchen & Bath Masters • Best of My Home Improvement
- Top Women in the Home Industry • Home Service Pros

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# My HOME

IMPROVEMENT ATLANTA



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IFC / P3 / IBC / Sponsored Content	\$4,500	\$4,000	\$3,500



## Print and Digital Magazine Distribution

# 25,000+

DIRECT MAILED  
TO HOMES VALUED  
**600K+ PLUS**

DISTRIBUTED FOR PICK  
UP TO A MINIMUM OF  
**300 BUSINESSES IN  
THE COMMUNITY**

FACEBOOK

# 1.3k Followers

INSTAGRAM

# 2.5k Followers

*High-Quality print issues available for pickup at 300+ locations in select neighborhoods throughout Metro Atlanta.*

## My Neighborhood

- My Alpharetta
- My Brookhaven/Chamblee
- My Buckhead | My Buford/Suwanee
- My Cumming | My Decatur/Druid Hills
- My Dunwoody | My East Cobb
- My Gainesville/Flowery Branch
- My Intown | My Johns Creek/Duluth
- My Midtown | My Newnan
- My Peachtree Corners/Norcross
- My Peachtree City | My Roswell/Crabapple
- My Sandy Springs
- My Vinings/Smyrna | My West Cobb
- My Woodstock/Canton

## Editorial Focus

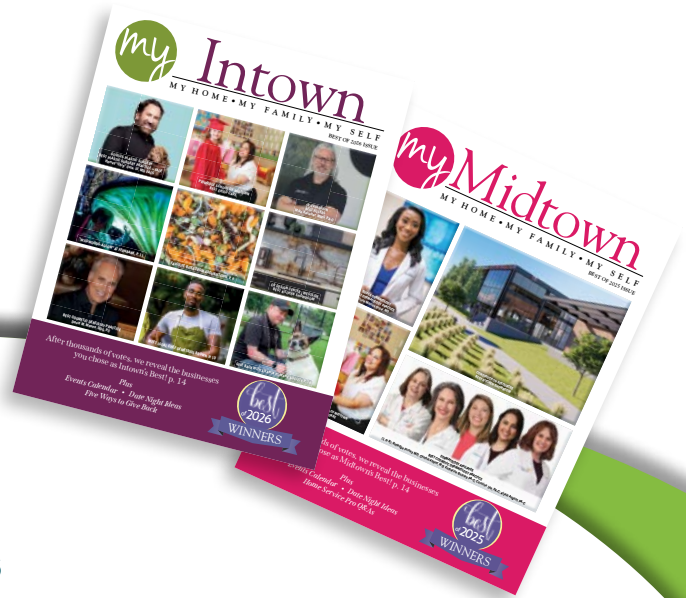
All things community, the My Neighborhood family of magazines showcases what it means to love where you live. From the best spots to schedule date night to unique experiences for the whole family, can't-miss culinary highlights and ways to give back right now, every issue reiterates how much fun it is to be a part of the 'hood, and welcomes new residents and visitors with a full itinerary for getting involved.

### Editorial Topics:

- Stand-out citizens and their community impact stories
- Out-of-the-box date night ideas • Recipes to try at home from your favorite local chefs
- Charity events to sign up for and volunteer opportunities near you • Events happening all season long

## My Neighborhood Best of 2026 Contests

In each issue we celebrate the local businesses that this community has nominated and voted as the Best in the Neighborhood. These local favorites are trusted for the things that matter most and recognized for it in print and online. [\*\*CLICK HERE for all of the contest details.\*\*](#)



## 2026 Print Schedule & Deadlines

2026 ISSUES	MY NEIGHBORHOOD	ARTWORK DUE
January	My Alpharetta Best of 2026	12/1/25
February	My Peachtree Corners/Norcross Best of 2026 My Buckhead Best of 2026	1/1/26 1/1/26
March	My East Cobb Best of 2026	2/1/26
April	My Brookhaven/Chamblee Best of 2026 My Vinings/Smyrna Best of 2026	3/1/26 3/1/26
May	My Sandy Springs Best of 2026	4/1/26
June	My Johns Creek/Duluth Best of 2026 My Midtown Best of 2026	5/1/26 5/1/26
July	My Cumming Best of 2026 My Roswell/Crabapple Best of 2026	6/1/26 6/1/26
August	My Dunwoody Best of 2026 My Newnan Best of 2026	7/1/26 7/1/26
September	—	—
October	My Woodstock/Canton Best of 2026 My Buford/Suwanee Best of 2026 My Decatur/Druid Hills Best of 2026	9/1/26 9/1/26 9/1/26
November	My Peachtree City Best of 2026 My Tucker/Stone Mountain Best of 2026	10/1/26 10/1/26
December	My West Cobb Best of 2026 My Gainesville/Flowery Branch Best of 2026	11/1/26 11/1/26

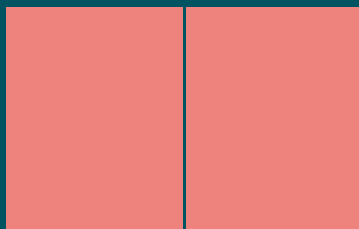
## 2026 Ad Rates

AD SIZE	1X	4X	6+
Full	\$4,000	\$3,500	\$3,000
Half	\$2,500	\$1,900	\$1,700
Quarter	\$1,400	\$1,100	\$1,000
Back Cover	\$5,600	\$4,900	\$4,200
IFC / P3 / IBC / Sponsored Content	\$4,800	\$4,200	\$3,600

# ATLANTA BEST MEDIA

Best Self Atlanta | My Home Improvement | My Neighborhood

## Page/Ad Specifications

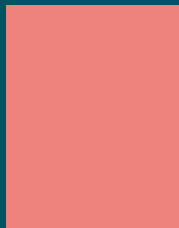


### 2 PAGE SPREAD

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Trim Size: 16.75 x 10.875

Bleed Size: 17 x 11.125

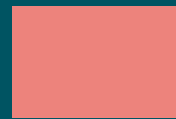


### FULL PAGE

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Trim Size: 8.375 x 10.875

Bleed Size: 8.625 x 11.125



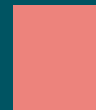
### 1/2 PAGE HORIZONTAL

7.25 x 4.75



### 1/2 PAGE VERTICAL

3.5 x 9.75



### 1/4 PAGE

3.5 x 4.75

## Digital File Preparation and Submission

### DIGITAL AD FORMATS WE ACCEPT

- PDF must not contain multiple pages
- PDF must be of version 1.3 (Acrobat 4) or lower
- Each font shows as "Embedded" or "Embedded Subset" and does not show as "CID" or "RIP" or have nothing next to the name
- No security is set
- Registration set to: "Centered" at 6pt Offset

### RESOLUTION & BLEED

- Bleed set to: Symmetric at 0.125" CMYK color
- Resolution of Photos with in PDF: 300 dpi
- Resolution of PDF: 1200dpi or higher

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