



Atlanta's Moving & Living Guide | EST. 1987

## 38 Years Strong & Just Getting Started

As Metro Atlanta's only dedicated **guide for movers and new homeowners**, KnowAtlanta is the trusted companion through every step of the journey - delivering smart recommendations that influence buying decisions and build lasting brand loyalty.

## Our Strategic, Targeted Distribution

Our **quarterly distribution** reaches movers to and within Metro Atlanta in the moment they're making big decisions - and big purchases.



### Before The Move

- **Realtors & Real Estate Companies**  
Shipped to realtors who distribute to people moving to, and within, Metro Atlanta. Realtors request and confirm their needed quantity each issue
- **Metro Atlanta Chamber of Commerce**  
Direct mailed to the Chamber by request from major employers moving employees (e.g., Mercedes-Benz USA)
- **Corporate or University-Assisted Relocation**  
Mailed to HR and relocation teams within corporations, healthcare, and graduate schools (e.g., Chick-fil-A, Emory University Dept. of Surgery)



### During The Move

- **Moving Companies (new!)**  
Shipped to moving company partners who place them directly into the hands of active movers
- **High-Visibility Pick-Up Points**  
Available at key locations including Hartsfield-Jackson Atlanta International Airport, Corporate Housing, and Georgia Welcome Centers
- **Requests via [knowatlanta.com](http://knowatlanta.com)**  
Direct mailed to individuals moving to Atlanta who request copies through our website, [www.knowatlanta.com](http://www.knowatlanta.com)



### After The Move

- **New Homeowners**  
Direct mailed to individuals and families who have purchased a home over \$700k in Metro Atlanta within the past 3 months

## Smarter Reach

KnowAtlanta readers are **household decision makers**. The majority are more than 32 years old with a home purchase price greater than \$500k and household income above \$200k.

- The first 3-6 months post-move are the most active purchasing window, with over 70% of major home-related decisions made (National Association of Realtors)
- In the first year, new movers spend 21% more on home-related items (Zillow, National Association of Home Builders)
- 80% of new homeowners switch service providers—utilities, internet, healthcare, grocery, etc. (Porch.com, V12 Data)





Atlanta's Moving & Living Guide | EST. 1987

## Refreshed Editorial Focus

KnowAtlanta focuses on the **MOVE** (the logistics of moving to or within the city), the **LIVE** (the basics you need in your life after a move), and the **THRIVE** (building the life you want in your new city).

### 2025/2026 Editorial Calendar

Fall 2025	Atlanta's Learning Guide
Winter 2025	Planning Your Best Year Ever
Spring 2026	New Roots Issue
Summer 2026	ATL Sports & Outdoor Play

## Our Suite of Products

KnowAtlanta offers a dynamic **mix of print and digital advertising solutions** that position your brand as a trusted resource for Metro Atlanta's newest residents - right when they're building habits and seeking recommendations.

### Magazine



A deep dive into  
Metro Atlanta

**157,000**

Readers Per  
Print + Digital  
Issue

### Website



Stories and tips on  
moving, schools,  
and city/county  
information

**273,000**

page views  
annually

**>14,500**

unique visitors  
monthly

[www.knowatlanta.com](http://www.knowatlanta.com)

### Social Media



Engaging content &  
community-driven  
updates

**6,086**

(AND GROWING!)  
KnowAtlanta  
Social Followers

### Newsletter



Regular insights &  
sponsored  
content to your  
inbox

**<9,000**

subscribers

with plans to  
create 3 new,  
curated  
newsletters  
MOVE.LIVE.THRIVE

### FOR ADVERTISING SALES CONTACT:

KnowAtlanta Sales Team  
[info@nspmag.com](mailto:info@nspmag.com)



## The Impact Speaks for Itself. Proven. Trusted. Endorsed.

Here's what our clients and community leaders say about KnowAtlanta's reach and results.

As a 23+ year REALTOR® I have the wonderful opportunity to present to 500+ potential Buyers every year. I provide your magazines (KNOW Atlanta) and the Education Guide as part of my presentation at every workshop. I also provide the same materials as I consult with Buyers and Sellers 1 on 1.

The magazines are full of information regarding tons of events taking place around the state, it has a miniature education guide in the back, provides items and opens up the possibility to explore Georgia.

Thank you for providing me with your magazines since 2019 as part of my resources that I provide to clients and Keep Up A GREAT JOB!

**Realtor, KellerWilliams Realty**

This magazine is invaluable!

**Luxury Home Specialist,  
Virtual Properties Realty**

At the Metro Atlanta Chamber, we help businesses from around the world to locate new operations in Metro Atlanta. This often involves relocating employees and their families to our region. KnowAtlanta is a key part of the information we share to help the relocating employees as they go through their process to select a new home in Metro Atlanta.

**SVP, Economic Development,  
Metro Atlanta Chamber**

We give these out to our new interns every year during orientation and use the link for access to the electronic version during interview season. It has been a great resource for those who do not live in Atlanta.

**Dept. of Surgery, Emory  
University Hospital**

So appreciate you all. We find that Buyers greatly appreciate the detailed county information, trendy articles and interesting spotlights that your magazine provides! Thank you!

**Realtor, KellerWilliams Realty**

The publication offers our clients a vivid, well-rounded glimpse into life in metro Atlanta—from school options and neighborhood profiles to job markets and cultural highlights.

For many relocating families and professionals, KNOWAtlanta serves as their first introduction to our dynamic region. It answers questions they have/haven't even thought to ask yet and helps them make informed decisions...We've seen firsthand how access to KNOWAtlanta's resources reduces stress and accelerates the homebuying process, ultimately helping our clients feel right at home from day one.

KNOWAtlanta is more than just a publication—it's a trusted resource and a vital tool in our relocation strategy.

**Realtor, Roadmap Realty**

