

GET TO KNOW OUR AUDIENCE

Atlanta Jewish Life has worked hard to build a relationship of trust with our audience. They're a **cultured, affluent, professional** group of readers, and that's what we love about them. We've worked hard to give them what they want: the very best culture, entertainment, and social commentary presented in a consistently appealing format. That's the kind of magazine we want to be, but it's also the kind of magazine readers return to.

It's also the kind of magazine you deserve.

We know that the greatest impact an advertiser can make is when they match themselves with a publication that shares their sensibility and targets an audience that appreciates that mutual commitment. That's why we keep careful tabs on our audience, always striving to serve them better so we can serve you better.

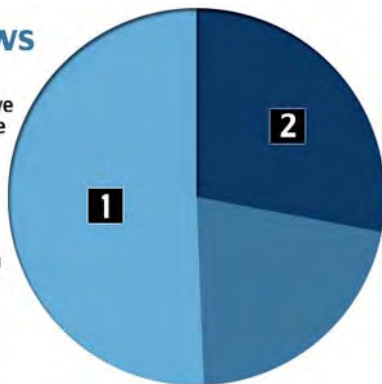
We think you'll agree, it's an audience we both want to reach.

AFFLUENT

Atlanta's Jews

1 More than 50% have a net worth of more than half a million dollars.

2 Some 28% have a net worth between \$250,000 and half a million dollars.



Atlanta Jewish Life readers have an average household income of **\$123,000** and an average net worth of **\$865,000**.

PROFESSIONAL

Our readership represents the top tier of our community, and our community represents the top tier of Atlanta. Roughly a third of Atlanta Jews have professional or technical jobs. About 18% are in administrative or managerial roles. More than half of our readership represents this coveted group of decision makers.

Let us introduce you to our professional side:

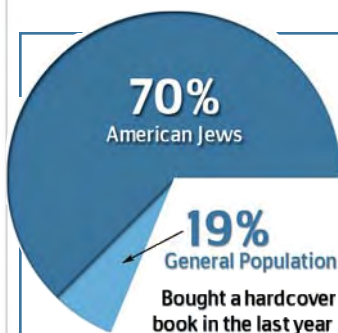


More than half of Atlanta Jewish Life readers are in senior managerial or professional positions.

70 percent of Atlanta's Jewish population is married.

99 percent of Atlanta's Jews own their own home.

CULTURED and INFORMED



American Jewish Life caters to an audience of culturally literate, active readers. Just look at the numbers.

49%
Dine out 10 or more times/month

34%
Travel outside the U.S. annually

21%
Belong to a health club

Have a four-year college degree
*a full 1/3rd have post-graduate degrees

2/3rd
OF OUR READERS

We're proud of the quality of our readership and the quality of the publication we give them. Nevertheless, beyond the demographic information, there's the all important quantity of our readership. Our circulation figures are impressive, as we're sure you'll agree, and we're just as proud of them.

15,000 x 8
That's 15,000 households, who keep our magazine on-hand an average of 8 weeks.

50,000 readers

more than half of Atlanta's Jewish community

SOURCES: "The Jewish Phenomenon" by Steve Silbiger; AJL Publication Research; The Jewish Federation of Greater Atlanta.