

{editorial preview} 2008

ATHENS MAGAZINE captures the eclectic character, people and history of Athens and Northeast Georgia. A publication of Morris Communications Company, *Athens magazine* is a bi-monthly publication with a bonus holiday issue. Each colorful issue of *Athens magazine* reveals what makes the community such a great place to live, work, and play.

Athens magazine also provides a journalistically sound, entertaining medium in which advertisers can promote their business.

MEDIA PLANNING SCHEDULE Every issue of Athens Magazine includes articles on people, community events, home and gardening, the arts, food and drink and a calendar of events.

Each issue of **ATHENS MAGAZINE** includes the following:

- **CITYSCAPES** short takes on what's happening around town.
- **LONG AGO & NEARBY** a look back at historic events that shaped the community.
- **GREENTHUMB** articles on gardening and landscape design.
- **HOMESTYLE** a visual tour of interesting, elegant, and tasteful area homes.
- **GALLERY** latest works from a local artist.
- **REBECCA'S KITCHEN** columnist Rebecca Lang, local chef and food writer, on seasonal food and recipes.
- **WINERACK OR ON TAP** alternating columns on wine and beer.
- **BOOKSHELF** reviews of recently released books and conversations with local authors.
- **OUT & ABOUT** snapshots from philanthropic and social events in the Athens area.
- **CALENDAR** our Best Bets for upcoming events.
- **ENDNOTE** Q&A with a member of the community.

MARCH/APRIL

{**The Green Issue**} As living "green" becomes a way of life for many people, we take a look at what this means for those living in the Athens area

- **SPECIAL SECTION:**
Athens Region Foundation Classic
Nationwide Tournament Program
- **SPECIAL ADVERTORIAL SECTION:**
Golf Courses & Realtors Profiles

MAY/JUNE

Drive into summer as music and art festivals bring fun into town

- **SPECIAL SUPPLEMENT:**
athensHome, your guide to stylish living
- **SPECIAL ADVERTORIAL SECTIONS:**
Women in Business & Profiles of Success

JULY/AUGUST

Athens is a destination for people from all walks of life. Here is a look at what lures folks here and keeps them coming back.

- **SPECIAL SUPPLEMENT:**
Lawyer Profiles

SEPTEMBER/OCTOBER

{**Salute to UGA**} The University of Georgia is the heart of Athens and helps shape our community. This issue focuses on the profound ways-from athletics to culture-the institution influences life in a college town.

- **SPECIAL SUPPLEMENT:**
athensHome, your guide to stylish living;
Wedding Gallery (reader submitted
photos of area newlyweds)
- **SPECIAL ADVERTORIAL SECTION:**
Insurance Agents Profile

NOVEMBER

{**Food & Entertaining**} A celebration of seasonal food and gatherings with great recipes and how-to's for stylish entertaining. Also featuring wreaths by area designers in the Fourth Annual Wreath Challenge.

- **SPECIAL ADVERTORIAL SECTION:**
Chef Profiles & Gift Guide

DECEMBER

{**The Holiday Issue**} Highlighting all things bright and beautiful in the Classic City during the magical season of giving

- **SPECIAL SECTIONS:**
Gift Guide & Charitable Organizations

JANUARY/FEBRUARY

{**Love and Renewal**} Celebrate a new year with ideas for positive changes in your life, relationship, at home, and work.

- **SPECIAL SECTION:**
Wedding Gallery (reader submitted
photos of area newlyweds)
- **SPECIAL ADVERTORIAL SECTION:**
Financial Planners Profiles

ATHENS
magazine