



INDEPENDENT LOCAL JOURNALISM

North Atlanta Star Media Kit

2026

Independent local reach across
North Atlanta's growing suburbs

NORTH FULTON

Johns Creek | Alpharetta | Milton | Roswell | South Forsyth | Cumming
Suwanee | Sugar Hill | Duluth | Peachtree Corners

SOUTH FORSYTH

NORTHEAST GWINNETT

269,000

monthly search impressions

43,300

monthly pageviews

AUDIENCE SNAPSHOT UPDATED AUGUST 2026

ABOUT US

A publication built around the suburbs

North Atlanta Star is an independent digital publication serving the North Fulton, South Forsyth and Northeast Gwinnett suburban corridor.

Our reporting follows how people actually live across North Atlanta's fast-growing communities - from development, business openings and real estate to dining, family life, regional travel and weekend experiences.

We produce calm, useful journalism for readers who want trustworthy local information without sensationalism or unnecessary clutter. Our audience includes homeowners, professionals, families, newcomers and longtime residents who are closely engaged with the region's growth and quality of life.

Alongside timely reporting, North Atlanta Star publishes evergreen guides and features that continue reaching readers through search, social sharing and recommendations long after publication.

Our core coverage area

Johns Creek

Alpharetta

Milton

Roswell

South Forsyth

Cumming

Suwanee

Sugar Hill

Duluth

Peachtree Corners

REGIONAL REACH

Our coverage extends selectively to North Georgia destinations, Lake Lanier, metro Atlanta attractions and drivable escapes that are particularly relevant to North Atlanta residents.

Suburban-first reporting, with regional context when it serves local readers.

VERIFIED GROWTH

The audience at a glance

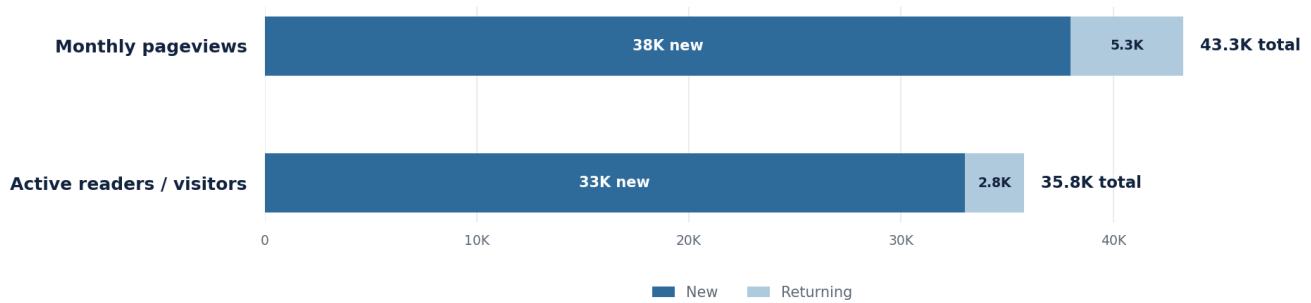
Current audience snapshot, updated August 2026

NORTH ATLANTA STAR

A growing local audience

269,000

monthly search impressions

LOCAL SEARCH
VISIBILITY**+176%**month-over-month
audience growth**11.31%**

bounce rate

1.16-1.25average pages
per visit

Audience snapshot • Updated August 2026

WHAT THE NUMBERS SHOW

Monthly traffic now reaches about 43,300 pageviews and 35,800 active readers, averaging 1.16-1.25 pages per visit. Audience increased 176% month over month. A low 11.31% bounce rate reflects engaged readership, while 269,000 monthly search impressions extend discovery well beyond direct traffic.

TOP READER HUBS

Atlanta metro

Cumming

Johns Creek

AUDIENCE AND EDITORIAL

Readers with local decisions to make

North Atlanta Star reaches people deciding where to eat, what to do, where to live, which local businesses to support and how to spend their time and household budgets.

Homeowners
and families

Professionals and
business owners

Relocating households
and newcomers

Couples planning
escapes
and weekend dining

Editorial coverage

Local Development & Business

Business openings, commercial growth, mixed-use projects, infrastructure and the evolving suburban economy.

Dining & Hospitality

Independent restaurants, cafes, destination dining, hotels, resorts and emerging hospitality trends.

Real Estate & Relocation

Neighborhood overviews, housing trends, distinctive properties and relocation resources.

Regional Travel & Weekends

North Georgia resorts, boutique inns, mountain and coastal escapes, family trips and road-trip destinations.

Home, Wellness & Suburban Living

Architecture, interior design, home services, fitness, wellness spaces and contemporary suburban life.

Community & Culture

Local people, traditions, seasonal events, family life and the stories that give each community its character.

SELECTIVE AND LOCALLY RELEVANT

Partnership opportunities

We work selectively with local businesses, destinations, hospitality groups, service providers and lifestyle brands that are genuinely relevant to our readers.

01 The Exclusive Sitewide Takeover

MONTHLY

Our premier sponsorship tier. For an entire month, your business becomes the sole commercial sponsor of North Atlanta Star. All programmatic display ads are removed and replaced with your messaging. The partnership includes full audio recognition, a professionally written business spotlight article and 100% share of voice across the site.

02 Category Sponsorships

MONTHLY OR QUARTERLY

Become the presenting sponsor of a specific editorial section, such as Dining, Real Estate or Wellness. Your brand receives premium header placement, in-article visibility across stories in that category and inclusion in our Local Providers Directory. Limited to three to five non-competing partners.

03 Event & Campaign Blitz Takeovers

1 TO 7 DAYS

For a grand opening, weekend festival or major announcement, a Blitz Takeover delivers 100% sitewide visibility during a concentrated window designed to drive immediate local awareness and foot traffic.

PARTNERSHIP OPPORTUNITIES

Flexible visibility, lasting value

04 Local Story Visibility Boost

Businesses already featured in a North Atlanta Star article may extend its reach through a temporary visibility campaign. This includes homepage placement, recommendations within other articles and rotating sitewide promotion.

05 Featured Community Partner Directory

Selected businesses may receive premium visual placement within our Local Providers Directory. Community Partner placements are designed to feel useful and locally connected rather than resembling impersonal national display advertising.

Why partner with us?

North Atlanta Star offers direct access to a focused, affluent suburban audience rather than a broad, geographically scattered advertising market.

Our stories provide context and credibility that conventional banner advertising cannot reproduce. Partners can combine professional storytelling with homepage visibility, sitewide promotion, social sharing and an uncluttered reading experience - all within an independent publication devoted specifically to North Atlanta.

EDITORIAL STANDARDS

Reader trust comes first

North Atlanta Star maintains a strict distinction between independent journalism and paid promotion.

Payment, hosted experiences or complimentary services never guarantee favorable coverage. Sponsored material is clearly disclosed, and every partnership must meet our standards for accuracy, usefulness and relevance. Businesses may purchase greater visibility, but they cannot purchase a favorable editorial opinion.



Reader trust remains the foundation of every North Atlanta Star partnership.

Let's build the right local partnership

Contact North Atlanta Star to request current rates, availability or a partnership recommendation tailored to your business.

EMAIL

info@northatlantastar.com

Contact page

northatlantastar.com/contact-us/

PARTNERSHIPS AND ADVERTISING

northatlantastar.com/business-owners/

WEBSITE

northatlantastar.com