

SAPORTAREPORT

Civic Journalism focused on the future of Metro Atlanta

INFLUENTIAL PEOPLE, HAVING IMPORTANT CONVERSATIONS

Every day in SaportaReport, the most influential audience in Metro Atlanta engages in the region's most important conversations—about economic growth, the region's future, infrastructure, housing, education and new ideas for quality of life.

Companies who lead in collaborative efforts to create a thriving region are a natural alliance for the readers of SaportaReport. Our readers are already engaged in Atlanta's most pressing issues and greatest possibilities.



HOW CAN YOU BE A PART OF SAPORTAREPORT?

- As a member of SaportaReport's "Atlanta Civic Circle"
- As a Thought Leader
- As an Advertiser
- As a SaportaReport Sponsor
- As a Friend of SaportaReport

TOPICS OF CONVERSATION IN SAPORTAREPORT?

- Business leadership
- Economic development
- Politics & local government
- Future of Metro Atlanta
- Nonprofits & their work
- Transportation
- New ideas for urbanism
- Arts & culture
- Diversity
- Growth & development



REACH AND INFLUENCE

5M+

ALL TIME VIEWS

Data recorded since founding
in 2012

20,000+

WEEKLY VIEWS

Average number of unique views
per week in the last year

80,000+

MONTHLY VIEWS

Average number of unique views
per month in the last year

19,000+

SUBSCRIBERS

E-newsletter is distributed twice a
week to our subscriber list

Our Metro Atlanta audience consists of top government officials, business leaders, architects and planners, educators, leading non-profit executives, neighborhood activists, artists and committed citizens. They are informed, diverse and pay close attention to what is happening around them. If you have content to share with Atlanta, SaportaReport reaches Atlanta's influential "early adopters."

59% MALE

65% AGES 25-54

41% FEMALE

82% FROM METRO
ATLANTA



SAPORTAREPORT
4300+ FANS



@SAPORTAREPORT
7600+ FOLLOWERS



@SAPORTAREPORT
2100+ FOLLOWERS



MARAIA SAPORTA
5000 FRIENDS



@MARIASAPORTA
11,600+ FOLLOWERS

Our website and e-mail reach an audience hungry for information and insights, reinforcing SaportaReport as a dependable source and a community meeting ground for Atlanta. Our Thought Leaders receive featured placement on the website and email giving readers direct access to their content.

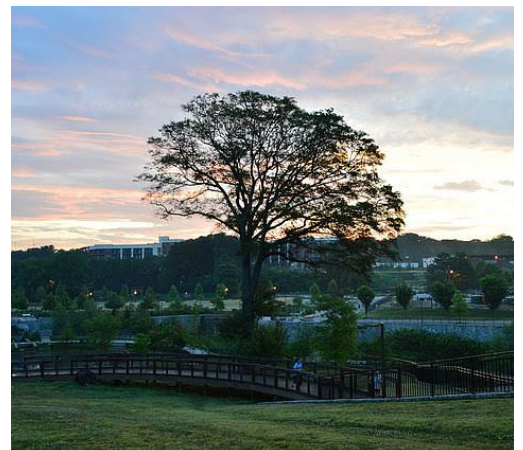
JOIN THE CIVIC CONVERSATION



SaportaReport, founded in February 2009, is a trusted voice in metro Atlanta. Through the years we have become Atlanta's authoritative civic website.

Our readers are already engaged in Atlanta's most pressing issues and want to hear directly from leading companies and nonprofits in the region.

Our unique value proposition is that we provide a consistent and dependable platform for companies to amplify and expand their voice.



For information about these and other opportunities to get involved in SaportaReport, please contact Judith Service Montier 404-626-0772 or judith@saportareport.com

WHAT ATLANTA INFLUENCERS SAY:



"I read SaportaReport because it is the only publication that consistently focuses on Atlanta's regional issues and the community of regional leaders and residents trying to address them."

- Doug Hooker, Executive Director, Atlanta Regional Commission

"SaportaReport tells Atlanta's untold stories that need to be heard. This city has both a troubling and proud civic history that plays out in real time every single day. SaportaReport tells the public about the people and the organizations on the ground that continue to fight to move Atlanta forward. I rely on SaportaReport to help me stay informed about the most critical issues facing our region."

- Rohit Malhotra, Executive Director, Center for Civic Innovation

"With SaportaReport, Maria Saporta has created a news resource that reflects the kind of comprehensive reporting and passion for our region Maria has always exemplified through her work."

**- Hala Modellmog, President and CEO,
Metro Atlanta Chamber of Commerce**

Our Mission: Civic Journalism

For Atlanta to succeed, we must have a factual, nonpartisan, publicly accessible source of news, information and discussion about the region's future. SaportaReport aims to be that source.