

COBB IN FOCUS

Connecting Leaders, Strengthening Community

BE SEEN IN COBB IN FOCUS. WE PUT YOUR BRAND AND STORY IN FRONT OF COBB'S ELITE BUSINESS + CIVIC LEADERS.

OUR MISSION

To inform, inspire, and connect Cobb County's business and civic leaders through high-impact content that supports local growth, leadership, and innovation.

A FRESH PERSPECTIVE

With a bold, new look and sharpened editorial focus, Cobb in Focus now delivers even more relevant content. Each issue dives into the topics that matter most - leadership, technology, innovation, and the economic forces shaping Cobb's business landscape.



Direct-Mailed
Bimonthly

58,000 Readers
Per Issue

20 Years
in Print

COBB IN FOCUS HELPS YOUR BRAND REACH AN INFLUENTIAL AUDIENCE



Cobb County business, gov't, and nonprofit leaders



Highly-educated



Household Income > \$200,000



Average Home Value > \$800,000

DIGITAL EXPOSURE + STRENGTHENED SEO

- Rotating banner ad across 7 local websites with 100,000+ monthly views
- Digital magazine hosted on each site with embedded link to your business
- Clickable ad linking directly to your website
- Spotlight on Cobb in Focus social media

WHY ADVERTISE? LOCAL BUSINESSES SUPPORT OTHER LOCAL BUSINESSES

- 91% of local business owners believe that **supporting other local businesses strengthens the entire community** economy (Independent We Stand)
- 82% of small business owners **actively promote or refer other local businesses** in their community (Alignable Small Business Confidence Report)
- 73% of small businesses **intentionally choose local vendors and service providers** when possible (Fundera/NY Fed Small Business Credit Survey)