

ATLANTA SOCIAL CLUB

REVEAL

Connecting Atlanta Women

www.atlsocialclub.com
www.ascreveal.com

2016
MEDIA KIT

ABOUT

ATLANTA SOCIAL CLUB

WHAT IS ASC?

A private club that brings together a motivated and diverse group of Atlanta women. Members enjoy organized social, health & wellness and volunteer opportunities. Our events are based in friendship development, first and foremost, and focus on connecting women with similar interests. Our mission is “Developing meaningful and lasting relationships between women in Atlanta that benefit our community by providing opportunities for friendship, promoting health and wellness, and dedicating efforts to charities.”

WHAT WE'VE ACHIEVED SINCE APRIL 2016

- Connected 1,200+ women in Atlanta
- Organized social, friendship building events in the newest places around Atlanta
- Set up health & wellness events, such as yoga, hikes, and barre classes
- Offered opportunities to volunteer for organizations that give back to the Atlanta community
- Partnered with local and global brands to raise awareness among our private club.

We have celebrated great success since April 2016, bringing women together that would have probably never met otherwise. We hope that members continue to engage and plug in to one of our many social outlets, such as happy hours, work outs or volunteer opportunities. We are growing every day and we hope to continue to cultivate new relationships by putting Friendship First in everything we do. The Atlanta Social Club was purely organic in nature when we started it and its success is due to nothing but word of mouth marketing.

WHAT IS REVEAL?

REVEAL is the ASC quarterly digital magazine that focuses on highlighting our members, sharing tips, promoting ASC events & discussing issues within the community.

ASH & ELENI, CO-FOUNDERS



WHO ARE THEY?

Eleni Bafas, 29, is an attorney living in Midtown, from Marietta, GA. Eleni has been practicing law for four years and owns Bafas Law, where she specializes in estate planning, corporate formation, and family law.

Eleni earned a Juris Doctorate from Georgia State University, where she graduated with Pro Bono Distinction, and a Bachelor of Science in Science, Technology & Culture from the Georgia Institute of Technology, where she graduated with Highest Honors.

Ash Serrano, 29, is a marketing strategist living in Buckhead, from Kansas City, MO. For seven years, she has worked in the real estate industry and has helped win design work globally.

Ash earned a Bachelor of Science in Advertising and a Bachelor of Art in Spanish from the University of Kansas.

We quickly discovered that not only are we great friends, our strengths have created a perfectly complimentary business partnership. Ash's marketing and design skills meeting my legal and organizational skills have created a strong foundation to allow our creativity to shine. - Eleni Bafas, ASC Co-Founder



STATS

AT A GLANCE SITE STATISTICS

www.atlsocialclub.com*

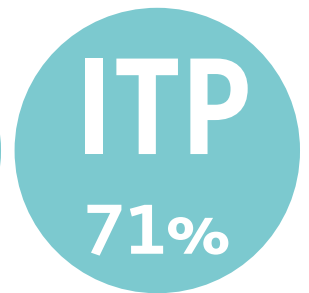
Page views per month 9,673
Unique visitors per month 3,314

*Site has been live since 4/15/16

www.ascreveal.com*

Page views per month 947
Unique visitors per month 601

*Site has been live since 8/1/16



The Atlanta Social Club has
1,300+ female members.

CONTENT

WHAT WE WRITE ABOUT



THE PURSUIT OF HAPPINESS

The girls love stories that are about empowerment and growth. We love to feature women who we work with and support them.



BEAUTY SECRETS

The girls love hearing about beauty secrets and tips. We like to feature beauty bloggers that are in the club and offer great advice.



FITNESS TIPS

We have a “healthy” group that focuses on health and wellness. We like to curated workouts and healthy recipes.



COMMUNITY OUTREACH

Naturally being a group of 1,300 women in Atlanta, we know that we can greatly impact our community and look for local charities to support.



AROUND TOWN

We love for the ladies to share their favorite places around Atlanta and write reviews. Recently, we started a series called, “The Best of Atlanta”.



MEMBER FEATURES

We love to feature our members who are doing exciting things in Atlanta of all walks of life and all career paths.

ADVERTISING

OPTIONS, SPECS, PRICING

The Atlanta Social Club is proud to support local businesses and global brands* in REVEAL. The women of ASC are diverse, successful, healthy and love to have fun. ASC is happy to offer advertising options with discounted rates for ASC Members. See pricing below for details.

For placement, contact reveal@atsocialclub.com



NEW BUSINESS LISTING

Includes name, 140 character description, link to website

ASC-MEMBER

\$25

NON-MEMBER

\$50

PRE-DESIGNED ADVERTISEMENTS (1/8" bleed)

1/4 page (horizontal & vertical options)

\$100

\$250

1/2 page (horizontal & vertical options)

\$200

\$500

Full Page

\$300

\$750

ASC DESIGNED ADVERTISEMENTS**

1/4 page (horizontal & vertical options)

\$250

\$500

1/2 page (horizontal & vertical options)

\$500

\$750

Full Page

\$750

\$1000

**ASC has discretion on which ads will run.*

***ASC will work with you to design an advert.*

PRESS

FEATURES, APPEARANCES & CONTACT

FEATURES

Do you have a great story idea? Have something that you are passionate about? Do you offer a service or product that would be beneficial to the ASC? Please contact us!

APPEARANCES

Ash & Eleni are available for speaking engagements or panel discussions. If you are interested in have either or both come to your event to speak, please contact us!



Eleni Bafas



Ash Serrano

Join the prestigious group that the Atlanta Social Club has partnered with, including:

Triple Crown Group
Big Sky Buckhead
Broadstone Court
Hangovers
Tongue & Groove
Hudson Grille
Henri's
Painting with a Twist
STK
Paces & Vine
Establishment Midtown
Suzanne Adams
ChuckyFoto
Dylan York
Randmc Photography
Brian Fuller
NalegePhotography
Joey Gauge
DJ Euphora
SX Liquors
A Curated Closet
Urbana Wellness Spa
NARS
Solar Dimensions
L'Occitane
Vixen Workout
Atlanta Flower Bar

CONTACT US

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