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THE ATLANTA JOURNAL-CONSTITUTION LAUNCHES CAMPAIGN MARKETING THE VALUE OF ITS NEWSPAPER

AJC offers the most comprehensive local news resource while saving readers time and money

ATLANTA (Oct. 19, 2009) Today, The Atlanta Journal-Constitution launched a holiday consumer campaign highlighting the value that it provides consumers. The campaign, which runs during the peak holiday shopping season, is designed to further market two strengths of the AJC: shopping resource and watchdog journalism – both with a local emphasis.

Consumers look to the AJC for advertising information. In fact, 45% of metro Atlanta adults cite the AJC as their most trusted shopping resource. The “Unplug & Save” multi-media campaign employs targeted as well as mass channels such as TV, radio, print and online, and underscores the relationship between newspaper advertisers and buyers. In addition to media placement, the AJC will focus on event partnership opportunities and point-of-purchase and single copy initiatives to increase the purchase of the newspaper. Commercials will also run during Clark Howard’s program on WSB-AM to reach the savings-minded consumer and encourage shoppers to use the AJC to save money.

“We’re confident that our advertising message will resonate with consumers who are looking for ways to save time and money, while staying informed this holiday season,” said Amy Chown, AJC vice president of marketing. “This campaign is a positive way to promote the value of our brand and was designed to build readership and grow circulation sales.”

While TV reinforces the value of using the AJC to save time and money, radio will also focus on upcoming content, particularly Sunday watchdog coverage and local news.

Chown concluded, “This campaign highlights how the Sunday AJC saves readers time and money, and focuses on the Sunday reading experience when readers can relax and learn.”

The Unplug campaign theme was launched earlier this year with the new, redesigned [ajcSunday](#). The campaign was developed based on extensive research with consumers who describe the experience and ritual of reading the Sunday newspaper as a way to escape from the always-plugged-in-hecktic pace of the week. The current campaign continues through Nov. 29. To learn more about the AJC campaign, you can visit ajc.com/unplugcampaign.

About The Atlanta Journal-Constitution

The Atlanta Journal-Constitution is the leading source — both in print and [online](#) — of news, information and [advertising](#) for metropolitan Atlanta, reaching a total print and online audience of

nearly 2.2 million people each week. Every month, nearly 2.3 million unique visitors access the newspaper's Web sites, including ajc.com and accessAtlanta.com. The Atlanta Journal-Constitution is part of Cox Media Group, a publishing, digital media and broadcasting subsidiary of Atlanta-based [Cox Enterprises](http://CoxEnterprises.com).

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