



**UNDERSTANDING**

# The Modern Alabama Millennial

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**ALABAMA**  
MEDIA GROUP

“ MILLENNIALS ARE

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**DRIVEN**

**POWERFUL**

**LISTENING**

**PHILANTHROPIC**



**LEADERS**



**AMBITIOUS**

**EXPRESSIVE**

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**MILLENNIALS ARE THE PROBLEM  
SOLVERS OF THE FUTURE.**

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**MEET THE MILLENNIALS**

# The Millennials of Alabama

According to a recent US Census Bureau study, millennials in the United States are now the nation's largest living generation, overtaking Baby Boomers, and are set to surpass the 79 million mark by 2050. Hallmarked by the mainstream media as **"the trophy generation,"** millennials have felt the full brunt of the press as they have struggled to gain an economic foothold in their lives while facing a continuously globalizing economy and an economic recession along with a nearly continuous military deployment in the Middle East and participating in historic events through social media internationally, nationally, and within their state.

If millennials are not the selfie obsessed, trophy polishing kids that the media makes them out to be, then who are millennials? Many people — including millennials themselves — parents, educators, government officials and business owners want to know.

The U.S. Chamber of Commerce Foundation estimates that millennials have a direct purchasing power of \$200 billion and indirect purchasing power of \$500 billion with heavy influence over their parents' spending.

That's a lot of money to spend, and much of that money is not on Mom and Dad's credit cards.

How well do we know millennials in the State of Alabama? Specifically, who are Alabama's millennials and what do they find important in life, careers, and politics in the year 2016? Do they spend all their time on their phones? Are they excited about the future of Alabama? Will they stay in the state or will they leave? What's the future of our state, which is now in the hands of world's largest generation?

Alabama Media Group has set out to discover the modern Alabama millennial. A survey featuring both qualitative and quantitative data was deployed in the Spring of 2016 with efforts to reach out to various millennials from the age range of 19-36 and in all parts of the state.

**Here we write their story. In the following paper, we'll show you who Alabama millennials are and who they are becoming.**

Alabama millennials are the future of the State of Alabama and they are here with passion, excitement, and a connected global social network much larger than that of their parents from "back in the day." **This is their story in their own words.**

**\$200 Billion**

Direct Purchasing Power

**\$500 Billion**

Indirect Purchasing Power

# Background of Alabama Millennials

*“It is the story I call my wonderful southern life.”*

- ALABAMA MILLENNIAL

For the purpose of our survey, we defined millennials in the state of Alabama as current Alabama residents who were born between 1980 to 1996, i.e. roughly between the ages of 19 and 36. There were 3,524 respondents in all with 3,229 respondents qualifying to answer all survey questions by being Alabama residents within the birth year requirements.

The survey was distributed on Facebook and other social networking channels as well as AL.com advertising display and email lists of young professional organizations throughout the state.

Respondents were 67.4% female and 31.61% male and the survey findings are not adjusted to show gender parity; instead we've used raw data for descriptive purposes. 57.57% of our respondents call Birmingham home with Huntsville (19.36%), Montgomery (11.37%), and Mobile (10.37%) along with other cities (1.33%) being counted.

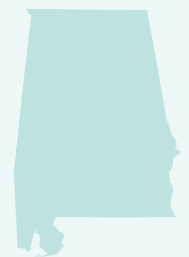
In the survey we allowed respondents to give multiple answers when choosing what matters most to them or how they make decisions to achieve a broad picture of their interests.

## ✔ Respondent Demographics A closer look at the millennial's who participated in this survey

3,229  
QUALIFYING  
RESPONDENTS

67.4%  
FEMALE  
31.6%  
MALE

AGES  
19-36



57.6% BIRMINGHAM

19.4% HUNTSVILLE

11.4% MONTGOMERY

10.4% MOBILE

1.3% OTHER CITIES

# How do Alabama Millennials Live?

Where are Alabama millennials living and who do they live with? Are they planning to stay in the state of Alabama or will they move away post college education and contribute to the rising number of “brain drain” across the state? All of these questions can impact everything from the future of our state to our real estate economy.

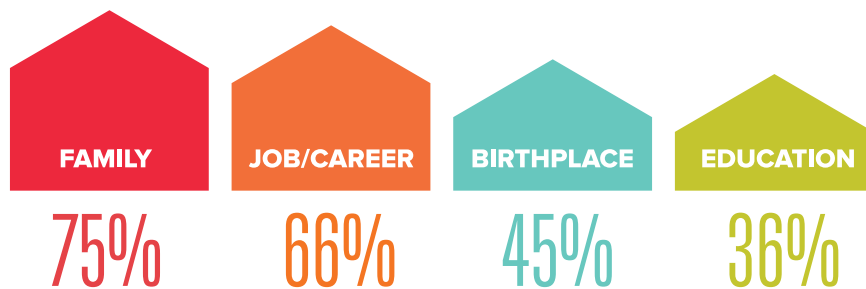
We found that our respondents were largely born in Alabama (65.3%) and if they were not born in Alabama they were born in the Southeastern United States (53.27%). Currently, our respondents live with a spouse or a partner (42.67%) with slightly more living with roommates (23.11%) or living alone (17.14%) than those who live with immediate family members or parents (13.97%). This debunks the myth of the ever mysterious millennial who lives in their parent’s basement post college.

Many of our respondents are living in Alabama because of their family (74.71%) and/or jobs (65.32%). Interestingly, respondents are either considering living in Alabama from 0-3 years (30.7%) or **20+ years (36.86%)**, with the rest of respondents falling somewhere in the middle.

*“I want to help make my home state better for everyone.”*

- ALABAMA MILLENNIAL

**BELOW** Why are you now living in Alabama?



📍 **38.6%** of millennials are considering living in Alabama for 20+ years.

While some respondents feel stuck or feel that living in Alabama is outside their control, **most respondents are overall positive about living in Alabama.** Cost of living played a role in the textual analysis of the “other” answers. With 141 other answers, our respondents characterized their love of Alabama. One respondent notes:

*“I specifically love living in Huntsville Alabama. It’s got everything. Big city feel, restaurants, and night life . . . We’re smart engineers and agricultural pioneers. We respect our veterans, we say yes ma’am, and we love our heritage. We embrace arts and family through Lowe mill, concerts in the park, and panoply. Anyone can be happy in Huntsville, it’s got something for everyone of any culture, any age, or career. Huntsville is home.”*

Many respondents mentioned **Birmingham** as a key city where they can see themselves investing time and resources. One respondent writes,

*“Birmingham is growing which makes it more enjoyable and takes away from the previous notions of glamour from other larger cities, and is an exciting time and place to be a part of.”*

### WHY MILLENNIALS LOVE LIVING IN ALABAMA.

Our millennials see themselves as being a part of Alabama’s revitalization and 82.08% of millennials we surveyed have positive feelings towards living in the State of Alabama. Below are a few of our millennials’ thoughts on what they love most about living in Alabama:

“It’s affordable compared to other states I’ve lived in. I can reasonably see myself being able to eventually buy a house and save for retirement here.”

“I love the how eclectic and universal the state is. I am fascinated by how quickly Alabama is becoming revitalized and more sustainable. Environmental stewardship has really progressed throughout the state. I also love how Alabama has more river biodiversity and miles of navigable waterways than any other state in the U.S.”

“I love the small town feel and community. I have grown up here and have lived here for the past 22 years.”

“The open-hearted, hospitable and honest people of this state make great to live in the heart of Dixie. Beyond that the revival of Birmingham, the Gulf and you guessed it: football.”

“Having lived in several Southeastern states, Alabama has afforded me an enriched, comfortable, and adventurous life! The food, the people, the scenery, and the access to experiences, whether outdoors or arts or music or culture, all come together to provide an exciting and inspiring daily story. And it is the story I call my wonderful Southern life.”

# The Alabama Millennials' Purchasing Power

Our millennial respondents report their average household income in varying degrees with 18.45% reporting \$0-\$24,999, 25.49% of respondents reporting between \$25,000 - \$49,000 and 18.07% respondents reporting between \$50,000 - \$74,999.

While the majority of our respondents are not married (66.44%), a majority of our respondents are planning to be married in the next two years (54.36%). While marriage may be on the horizon, parenthood may not be. Over 77% of respondents do not have children currently, with 71.10% not planning on having children in the next two years.

Our respondents are well educated, with all respondents graduating from high school to graduate school, none reported not attending school at all. The majority of our respondents are not planning on going back to school in the next two years (61.72%) while some respondents are undecided or planning to attend further schooling (38.28%).

Many of these millennials are making educated decisions to research purchase decisions first. Price (89.2%) overwhelmingly motivates purchasing of goods or services for big ticket items costing over \$100. Recommendations from friends and family (63.85%) along with brand name (63%) are very important to our millennials. In our textual analysis of the other responses (13%), we found quality and review ranking the highest level of importance.

*“Online reviews and videos are essential to my choices.”*

- ALABAMA MILLENNIAL

## THE TIPPING POINT

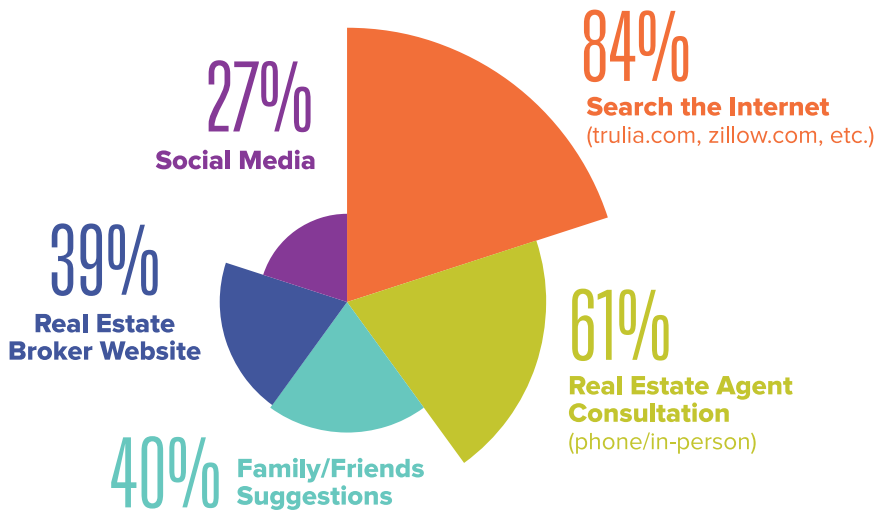
While millennials do have buying power and discretionary income today, their buying power will increase dramatically within the next few years as they enter the next life stage.

By taking steps now to build brand loyalty, businesses will be ahead of the curve when this tipping point occurs.



When it comes to major purchases such as homes and cars, the internet and online reviews are key factors for millennial purchase decisions. Alabama millennials use their constant access to the internet when planning their home ownership opportunities for the future.

**BELOW** If you are planning to purchase a home, how will you search for this home?



With many of our surveyed millennials are not planning to purchase a home in the next two years (48.90%) almost as many are undecided in a home purchase or have decided to commit to a home purchase (51.1%). With millennials relying on websites such as trulia.com or zillow.com (84%) as well as a real estate broker's website (39.44%) and social media (27.5%), what is posted online makes a real difference in home ownership potential for this generation. While online may be the first stop for millennials, following up with a phone or in-person consultation (60.39%) as well as asking friends and family for suggestions (39.99%) cements their decision making on purchasing real estate.

Since millennials don't always begin their home search on a broker's website, realtors need to distribute their listings broadly on third-party sites and media to reach this group.

### MILLENNIALS IN THE HOUSING MARKET

While millennials have been slow to enter the housing market, 51% will consider buying a house in the next two years. This will create a demand for products and services related to first-time homeownership such as furnishings, appliances, and home improvement.

Businesses in this sector need to be prepared to capture new customers when the time comes.

Start formulating a plan NOW and begin nurturing those millennial relationships. Consider starting a blog on your site, and pointing millennial consumers back to your website through social media, search engine marketing and email marketing.

These efforts will allow you to keep your products and services top of mind.

## The Alabama Millennials' Purchasing Power | Automotive

Similar results occur with millennials and cars. While many are not planning on purchasing a new car (48.27%) some are undecided or are planning on buying a new car (51.73%) and do so by widely searching the internet (78.52%) or visiting local dealership websites (51.97%).

Web presence counts for millennials and can highly influence if they visit a dealership in person for further details and information. Auto dealers need to deliver a user-friendly experience during the online research phase to positively influence the purchase process beginning to end.

**BELOW** If you are planning on buying a car, how will you begin your search?



### MILLENNIALS IN THE AUTO MARKET

Millennial auto buyers are making auto purchases out of need, not desire. Thanks to information and accessibility, millennials are among the most informed buyers in the auto market. The same technology that's driving their purchase process is also regarded as an important automobile feature as well.

77% of millennials would choose technology features over preferred color and 65% would change brands to get desired tech features.<sup>1</sup>

Keep in mind that a “user-friendly experience” to a millennial also means that your website, eNewsletters, and any content you share with them should be well-formatted for their mobile devices, since this is likely how and where they will be conducting their searches.

# The Career Millennial

“Can I make a difference?”

- ALABAMA MILLENNIAL

The majority of our millennial respondents are employed (85.67%) either full time or part time. With professional connections considered vital by the majority of our respondents (52.38%) millennials use their professional networking skills to learn about current and future job opportunities. Friends (40.47%) and LinkedIn (12.73%) as well as online job boards (28.93%) and parents (11.61%) play a large role in helping millennials learn about job opportunities. Several have found that professors in their academic institutions have helped them with jobs. While the majority of our Alabama millennials did not apply for their jobs on their mobile devices, smart phones, or tablets (85.57%), their social networks count as a major tool that Alabama millennials utilize to tackle their futures.

**BELOW** Most Mentioned Words in Written Responses for ‘How Did you find out about your current job(s)?’



## HIRING AND RETAINING MILLENNIAL TALENT

*If you want to win in today’s job marketplace, you have to know what employees are demanding.”*

— PAUL MCDONALD, Senior executive director with Robert Half, an international human resources consulting firm based in Menlo Park, CA

This generation entered into the job market during a volatile economy and are more likely to change jobs frequently to find the right fit. In fact, 21% of millennials only plan to stay in a job for a year.<sup>2</sup>

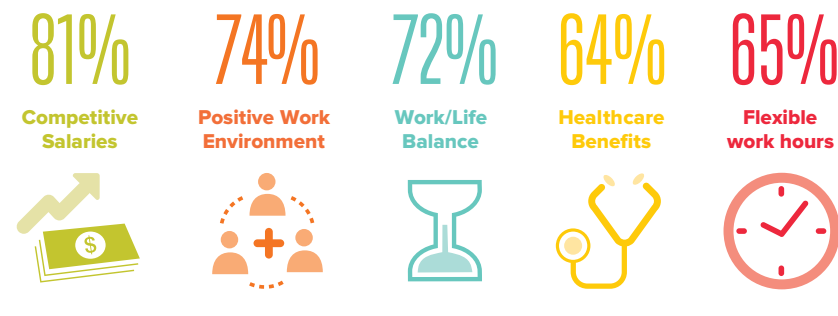
While salary is important, recruiters should consider other motivators such as workplace flexibility, access to mentoring programs, and cultural fit during the hiring process.

By doing so, companies are more likely to have more engaged, fulfilled and committed employees. And, not just millennial employees. Other generations value these benefits too.

## The Career Millennial - Continued

**Jobs are very important to Alabama millennials and they are largely motivated by** competitive pay (81.11%), positive work environment (73.79%), work/life balance (71.82%), flexible work hours (64.74%), healthcare (63.89%) and career advancement opportunities (60.18%).

**BELOW** What benefits are most important for you when searching for a job?



- |  |   |                                      |
|--|---|--------------------------------------|
| <b>60%</b> Career Advancement within the company | <b>36%</b> Management taking an interest in your work | <b>26%</b> Maternity/Paternity Leave |
| <b>53%</b> 401K Retirement Benefits              | <b>36%</b> Autonomy / choice of how you complete work | <b>15%</b> Tuition Assistance        |
| <b>46%</b> Ease of commute                       | <b>35%</b> Leadership Training                        | <b>06%</b> Childcare                 |
|  |   | <b>05%</b> Gym Memberships           |

An emphasis on an organization's good work for the community at large, ethics, and impact are documented in our textual analysis, with the words "community" and "passionate" resonating in many responses.

Our Alabama millennials want to have a good relationship with their boss as well as their colleagues. They are excited about making a difference in their fields.

### RECRUITING TIP:

Millennials want to make a difference and tend to seek companies that support social causes.

Employers should use this to their advantage by highlighting their community involvement and stewardship within their job profiles, advertising messages and interview process.

### **What aspects of their job is important to Alabama Millennials?**

Millennials want to have good relationships with their boss and colleagues. Here are some quotes directly from respondents on what they want most and what they think about at work.

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*“Most important- not being micromanaged and having flexibility as long as I’m doing my job.”*

*“The presence of understanding, empowering, and intelligent superiors.”*

*“Enjoying the work I do each day and feeling a sense of accomplishment.”*

*“Is it something I’m passionate about? Can I make a difference? Will I be useful?”*

*“The most important thing: what the job entails and how excited I am about it.”*

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**If you are an employer attempting to attract millennial candidates, keep in mind the value millennials place on workplace culture.** Show candidates that you have a great place to work by including workplace videos in your job profiles, creating short blog posts on your website dedicated to your community causes and employee involvement.

These will excite candidates and allow them to visualize themselves working in your company.

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# Alabama Millennials and Content Consumption

Social media unsurprisingly continues to be the number one way that our Alabama millennials learn about local Alabama news and events (93.7%) with word of mouth (54.32%), local news websites (54.32%), local radio stations (40.88%) and local TV (39.75%) making an impact as well. Google and specific event-oriented websites such as birmingham365.com, AL.com, Birmingham’s sub-reddit on reddit.com, and ourvalleyevents.com were also listed in the other category.

Given that our respondents are spending so much time on social media, we know that they consume content online. Much of their online time is spent on social media networks (95.88%), online shops (53.31%), local news websites such as AL.com (46.36%) and national news websites (39.96%) ranking high as well. Several respondents also noted streaming TV and video were main influences on their online time.

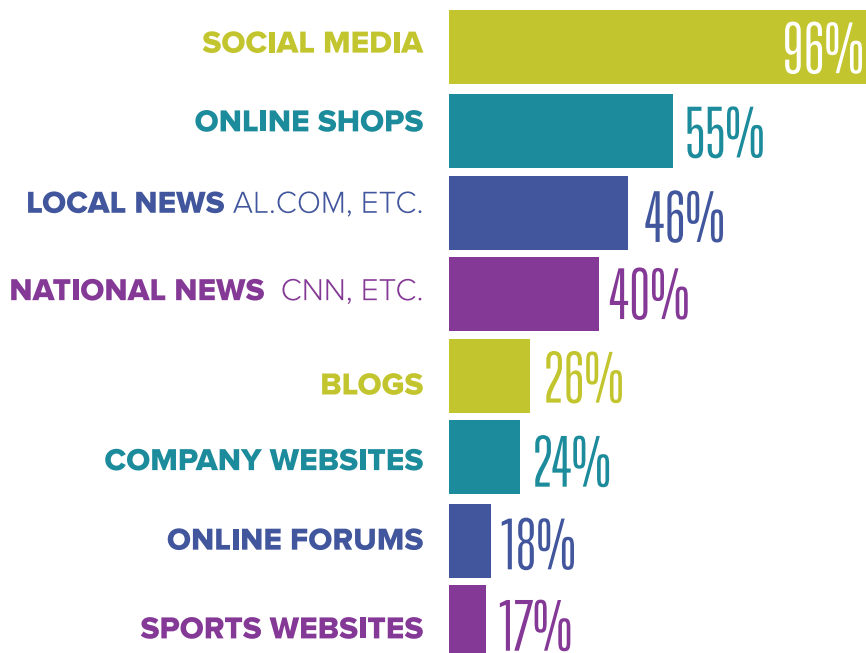
*“I make the Internet work for a living.”*

- ALABAMA MILLENNIAL

## MAKING A CONNECTION

Millennials value authenticity and trust their peer’s opinion which is why they seek out information on social networks. Businesses should make an effort to connect with this audience within their environment by embracing social media to develop personal relationships, build trust and loyalty.

**BELOW** Where do you spend your time online?



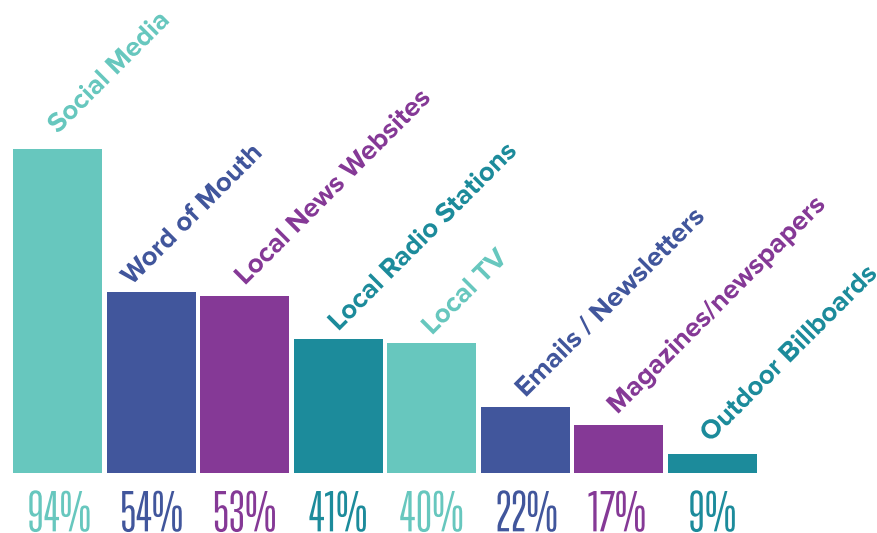
Within social media our respondents use Facebook the most (62.9%) with Instagram (15.04%) and Snapchat (7.11%) coming in a distant second and third place respectively. One respondent notes that;

*“Facebook is the watering hole of the masses.”* - ALABAMA MILLENNIAL

Several respondents also added Tumblr and Reddit as popular social media choices with Twitter (6.77%), YouTube (2.35%), Pinterest (1.19%) and LinkedIn (0.92%) chosen as well. Half of our respondents (57.66%) report using their mobile phones between 1-4 hours a day while nearly half report never using a desktop computer (46.39%) or tablet (56.18%).

We asked how Alabama Millennials learned information about Alabama news and local events. Many cite social media (93.67%) and local news websites (53.23%) as key to finding information about Alabama.

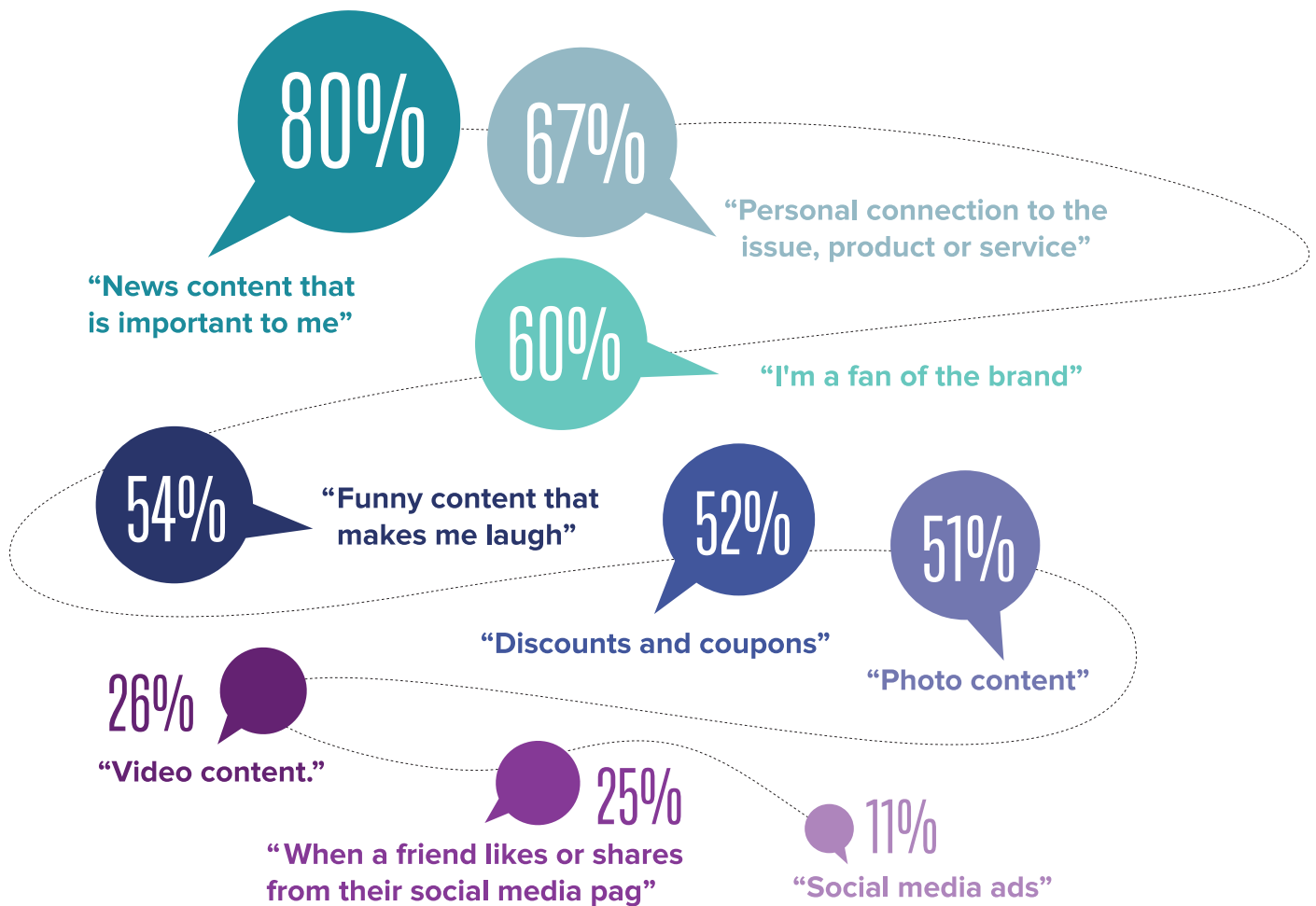
**BELOW** How do you learn information about local Alabama news and events?



# Alabama Millennials and Content Consumption

Our Alabama millennials are thirsty for news content that is important to them (80.02%) and the majority of our respondents report that it is the main reason that they follow a business or organization on social media. While over half feel a personal connection to the issue, product or service (67.09%), many respondents are simply fans of the brand (59.53%) or want funny content that makes them laugh (54.05%).

**BELOW** Why do you follow a business or organization on social media?





# Alabama Millennials and Content Consumption

In our textual analysis of other answers, several respondents note that they follow businesses or organizations to support their peers or friends, and that they need a social media page to add value to their lives and help them keep in touch with friends and potential employers or clients.

**Millennials are social media experts**, having never known a world before the internet existed, so as a business you need to make sure you are interacting and sharing content properly on your social media platforms.

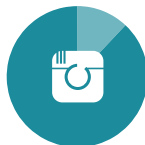
For example, your company's press release announcing your latest earnings report is not what these millennials want to read about on your Facebook page.

**Keep your social media posts highly targeted toward information they want to know about, rather than just company announcements.**

## TOP 3 SOCIAL MEDIA PLATFORMS AS RANKED BY ALABAMA MILLENNIALS



63%  
FACEBOOK



15%  
INSTAGRAM



7%  
SNAPCHAT

# Millennial Impact on Election 2016

Our Alabama millennial respondents overwhelmingly plan to vote in the 2016 election with 89.75% reporting that they will vote and only 5.24% being undecided and only 5% reporting that they will not vote.

Republican (31.52%) and Democrat (29.85%) affiliations nearly equal each other with our respondents also affiliating with multiple parties (7.25%), independents (9.12%) and libertarians (7.01%). The individual candidates are important to respondents. One respondent writes,

*“Parties are pointless entities that dilute the overall voting process. I vote for the best candidate regardless of party.”*

A loss of hope due to candidates also exists in the textual analysis of our respondents answers with one noting,

*“Not sure anymore with the people we have to choose from . . . I think I will write in Vanilla Ice.”*

**Websites play an important role in educating our respondents about political candidates** with national news websites (68.48%), local news websites (51.63%), social media posts by friends (38.43%), candidate’s social media profiles (30.39%) and a candidate’s website (28.35%) making an impact on potential voting decisions.

While web presence is important to our respondents, one writes

*“I wish Alabama made it easier and more accessible to learn about their candidates, but I can hardly find out who is running online.”*

*“If scandals and corruption could be extracted from our politics our state could be one of the leading states in the country”*

- ALABAMA MILLENNIAL



## WHAT GOVERNMENT POLICY ISSUES ARE MOST IMPORTANT TO YOU?

Alabama millennials are engaged in policy. Out of our options, survey respondents were instructed to choose all that were important to them.

### Top 5 issues that are most important to millennials:

- 1 Education **70%**
- 2 Healthcare costs **67%**
- 3 Taxes **59%**
- 4 Government spending **57%**
- 5 Job creation **50%**

### The following is how all other issues ranked in importance:

- 6 Terrorism
- 7 Equal pay
- 8 Immigration
- 9 Abortion
- 10 War
- 11 Drug policy
- 12 Paid Leave
- 13 Minimum wage
- 14 Social security
- 15 LGBTQ
- 16 Global warming
- 17 Prison systems
- 18 Refugees
- 19 Criminal justice
- 20 Welfare
- 21 Oil and energy
- 22 Online privacy
- 23 Medicaid
- 24 Space exploration
- 25 Surveillance
- 26 Net neutrality
- 27 Campaign finance
- 28 Vaccinations
- 29 Affirmative action
- 30 Voter fraud

# ONE IN THREE



*identify themselves as supporting neither of the two large political parties.*

Personal appeal by seeing candidates in person or in video as well as fact checking and researching independent resources also remain strong sources of sway in decision making.

Our respondents care a lot about major government policy issues with education (70.35%), healthcare costs (67.05%), taxes (58.61%), government spending (57.42%), and job creation (50.14%) ranking as top priorities.

Ethics and the economy stand out in the textual analysis of the other answers with one respondent writing,

*“Fixing the corrupt political system and making America what it’s supposed to be and intended to be — free and honorable.”*

# The Future for Alabama Millennials

The future for our Alabama millennials is a strong one. With mostly positive thoughts about the future and economy of the state of Alabama (38.6% are somewhat positive about Alabama’s economic progress), our respondents gave us 1,984 textual responses to what they are excited about for their own personal futures.

The words “career” and “job” (31.1%) were written the most by our respondents with others being excited about graduating college, traveling, starting families, buying houses, and paying off debt.

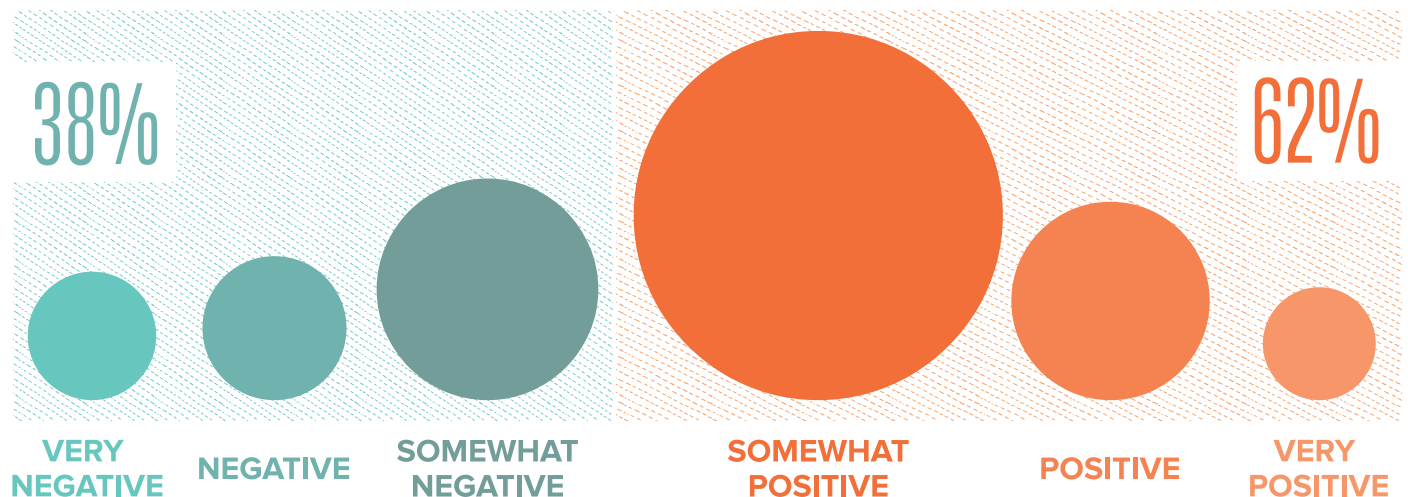
**When asked to describe what they are most excited about for the State of Alabama’s future, our respondents gave us 1,869 textual responses.**

The words “growth” (14.98%) and “Birmingham” (11.72%) were used the most, while many of our respondents also wrote about progress, education, the lottery, new leadership, and job creation.

*“I hope that the next generation in Alabama helps create an interesting, profitable, and health-focused community.”*

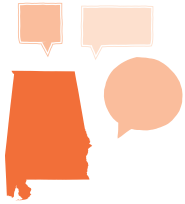
- ALABAMA MILLENNIAL

**BELOW** How do you feel about the future of Alabama’s economic progress for the next two years?



**BELOW** The following are selected written answers about millennials' hopes, dreams, fears, and worries about their personal futures and the future of Alabama in our respondents' own words:

### ALABAMA'S FUTURE



"...if the scandals and corruption could be extracted from our politics our state could be one of the leading states in the country."

"Alabama and Birmingham in particular, have started a cultural renaissance that is driving momentum."

"Continued growth in space and defense fields, bringing a more eclectic and diverse population to the state."

"hopefully more laws are passed to protect women's rights, limit discrimination, and support a healthy middle class."

"Hopefully, the re-emergence of manufacturing facilities, which will increase job growth and create a need for more individuals with a technical, two-year degree, which are weaknesses within the country as a whole right now."

### PERSONAL FUTURES



"The possibility of pursuing my dream as a full-time artist!"

### "BEATING CANCER."

**"I don't think I am very excited.**

I call this place home but the future of Alabama government scares me to death. My partner and I (we're gay) have had many discussions of moving to a more accepting place because of the social/political climate here."

**"Watching my kids grow up and maybe purchasing a long-term home."**

"I am looking forward to starting my Bachelor's degree, I am indecisive on a college, due to financial aid eligibility."

**"Getting involved in my community as an adult** (not as a kid or college kid)."

"I hope to build the courage to try traveling on my own. Really, do things on my own in general more and learn to enjoy my own company."

**Clearly our research shows that millennials are disillusioned with our state's political climate and its subsequent economic future.** Politicians and non-profits in this space would do well to showcase digitally their plans to overcome these challenges to gain the support of millennials. Infographics, slide shows, and eBooks are all great examples of pieces of content you can create to nurture the millennial relationship and to address their concerns and fears about Alabama's future and your role in it.

# Conclusion

**Alabama millennials continue to impact our state and our future.** The majority of our sample disproves many of the common misconceptions.

So what does this mean for Alabama as a state, for business owners, government officials and other entities looking to attract and work with millennials? **It is important to listen to this generation. They will tell you exactly what they want, which may differ from generations in the past.**

The Alabama millennials who talked with us had mixed emotions. They are excited about Alabama, but disapprove of current government scandals. They are excited about jobs, as long as they have good relationships with those in charge and if they contribute to a positive outcome.

With new opportunities, job creation, and elections on the horizon, the millennials of Alabama have lofty goals but the ambition to utilize their own social networks, families and education to benefit the future of our state. This generation may be a mystery or misconstrued by the media; however they are open to hard work and discovering who they are and who they will become in the State of Alabama. Taking the time to discover our state's millennials will continue to help businesses and organizations improve their outreach and relationship with this generation. Millennials are looking to connect and be heard and once this occurs they will often form a lasting relationship with you.

Understanding how to market to this demographic is vital for businesses that want to stay ahead of the curve. Millennials live online and businesses must adopt and adapt to remain relevant as this generation ages. By building an online strategy centered around their digital behaviors and habits as well as their desire for authentic engagement, businesses can successfully connect with millennials in a meaningful way and earn a new, loyal customer base.

# About the Author

## Susan Fant

Susan Fant is a millennial entrepreneur and owner of Castle Sands LLC a consulting firm in digital and social media research and millennial marketing. She is an Instructor of Marketing and Corporate Director of the Masters of Marketing Program at the University of Alabama. Susan founded one of the first Digital and Social Media Specializations at the Masters of Marketing level in the USA and is the Executive Director of the Foresight Education and Research Network.

To learn more about Susan Fant, visit [www.susanfant.com](http://www.susanfant.com) or connect online [@susanchesley](https://twitter.com/susanchesley) on Twitter and Instagram or on LinkedIn at: [www.linkedin.com/in/susanchesleyfant](http://www.linkedin.com/in/susanchesleyfant).

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## About Alabama Media Group

Alabama Media Group is a digital media company that operates AL.com, one of the country's largest local websites, produces television and video programming, and publishes Alabama's three most prominent newspapers: The Birmingham News, The Huntsville Times and Mobile's Press-Register, as well as Birmingham magazine and The Mississippi Press-Register. The company also offers digital marketing solutions—including audience targeting, search engine marketing and social media optimization; plus creative services, data analytics and event sponsorships.

Alabama Media Group is part of Advance Local, a leading media company comprised of 12 local affiliated news and information websites that rank #1 among local media in their respective markets and more than 30 affiliated newspapers known for their award-winning journalism. Advance Local is part of Advance Publications, along with Condé Nast and American City Business Journals. [www.alabamamediagroup.com](http://www.alabamamediagroup.com)

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