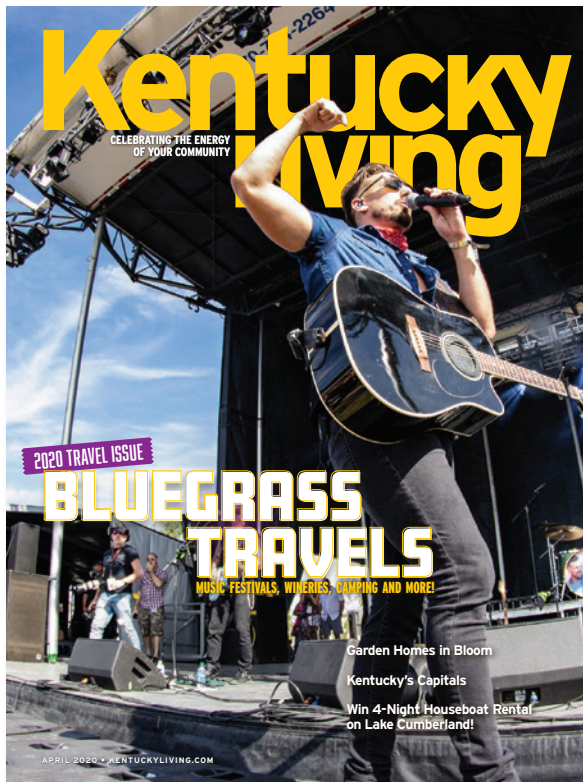


KentuckyLiving

2021 MEDIA KIT



Celebrating Kentucky.

Kentucky Living, with the largest circulation in the state, engages a loyal audience that's challenging to reach with any other medium.

NOBODY COVERS KENTUCKY BETTER!

Published by: **KENTUCKY ELECTRIC COOPERATIVES**

KentuckyLiving BY THE NUMBERS

NOBODY COVERS KENTUCKY BETTER!

Delivered to 464,000 households and read by 1 million people. EVERY. SINGLE. MONTH!

About our readers:

- 92% of readers read at least 3 of their last 4 issues!
- 89% took some action as a result of reading *Kentucky Living*
- 34% saved an article or advertisement

"*Kentucky Living* is the only publication that we trust our business to in the state of Kentucky. When other advertisers have gone to online format only, *Kentucky Living* has stayed. We not only want to reach online customers but we want to be able to reach ALL customers that *Kentucky Living* serves!"

— Jennifer Eastman, Owner, National Barn Company

***Kentucky Living* readers are educated homeowners with acreage and disposable income.**

GENDER

Women.....	57%
Men	43%

AGE

25-54.....	28%
55-64.....	25%
65-75.....	27%
75+	19%

EDUCATION

High School Graduate	30%
Some College or Associate Degree.....	34%
4 Year College Graduate	27%
Post Graduate Degree	13%

Source: Gfk MRI Custom Research 2019, Alliance for Audited Media 2019



HOUSEHOLD INCOME

\$25,000-\$39,999.....	15%
\$40,000-\$59,999.....	17%
\$60,000-\$100,000.....	19%
\$100,000+	16%

Average household income \$65,000 with 91% owning their homes.

HOME VALUE

91% homeowners with average home value of \$212,000.

ACREAGE

3+ Acres	42%
Average Acreage.....	26.5



KentuckyLiving 2021 EDITORIAL CALENDAR & DEADLINES

NOBODY COVERS KENTUCKY BETTER!

SPECIAL ANNUAL ISSUES	FEATURES	SPECIAL AD SECTION	DEADLINES
JANUARY	Farming Reinvented Dean of UK's College of Agriculture, Food and Environment New and Unique Made-in-Kentucky Products		Tuesday, November 17, 2020
FEBRUARY COLLEGE ISSUE	Top 10 Questions to Choosing a College How to Pay for College Dogs Sniff Out Diseases to Save Lives SPECIAL: 2021 Legislative Guide		Wednesday, December 16, 2020
MARCH LAWN & GARDEN	Bees, Nature's Miracle Workers Backyard Berries Johnny Jett of <i>Barnwood Builders</i>		Friday, January 22, 2021
APRIL TRAVEL GUIDE	Kentucky Travel Guide Cities' Summer Concert Series PGA's HOPE Program Honors Veterans Docking at Kentucky's Marinas Beautify the Bluegrass	Spring Festival Guide Deadline: Monday, February 15, 2021	Friday, February 19, 2021
MAY HOME IMPROVEMENT	Rangers Share Tips to Visiting State Parks Garage Organization 101 UK Opera Theatre Director Everett McCorvey Saving Energy with Insulation		Tuesday, March 23, 2021
JUNE FOOD	Cooking with Tim Farmer Kentucky Cooks: Restaurant Recipes What Do You See? Black Bears, Black Bears	Travel Marketplace Deadline: Friday, April 16, 2021	Thursday, April 22, 2021
JULY PHOTO CONTEST	<i>Kentucky Living's</i> 2021 Photo Contest Winners Motorcycle Mania		Friday, May 21, 2021
AUGUST	Take Action to Stop Bullying Kentucky Family Resource & Youth Services Centers I Love My Pet		Thursday, June 24, 2021
SEPTEMBER BEST IN KENTUCKY	<i>Kentucky Living's</i> 2021 Best in Kentucky Winners Mammoth Cave: Our Nation's Treasure How to Choose a Financial Advisor	Travel Marketplace & Fall Festivals Deadline: Monday, July 19, 2021	Friday, July 23, 2021
OCTOBER	Landscaping 101 Kentucky's Knobs New Distilleries in Town		Monday, August 23, 2021
NOVEMBER HEALTH	Covid Recovery Stories from Korean War Veterans Kentucky's Historical Scandals	Holiday Gift Guide Deadline: Friday, September 17, 2021	Thursday, September 23, 2021
DECEMBER	Foster Parents Needed Christmas Towns		Thursday, October 21, 2021

KentuckyLiving PRINT AD SIZES & SPECIFICATIONS

NOBODY COVERS KENTUCKY BETTER!

PRINTING

Web offset, Heatset, SWOP standards
Color: CMYK 4-color process
Bind: Saddle-stitched, high folio
Bleed: Minimum 0.125" (1/8")

PREPARING FILES

- Ads must be provided as a high-resolution PDF suitable for print at the proper size. Images should be 300 PPI. Adobe Acrobat PDF setting PDF/X-1a works well.
- All fonts and images embedded.
- All artwork must be provided in CMYK mode. No spot colors, RGB, LAB or embedded color profiles (such as ICC profiles).
- Type minimum size of 6 pt.
- For artwork with bleed include minimum 0.125" (1/8") bleed with crop marks. Please keep all live material 0.25" (1/4") from trim on all sides.

UNACCEPTABLE FORMATS

We cannot accept files in the following formats under any condition: Microsoft Publisher; any word processing file; any presentation format such as a PowerPoint file.

Please create a high-resolution PDF from these file formats for print.

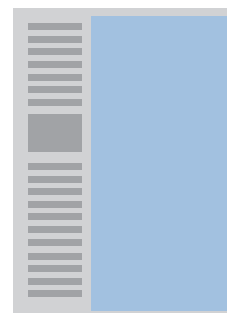
Note: any intervention required by Kentucky Living or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Kentucky Living make the necessary alterations, which will be billed at cost.

SENDING YOUR AD

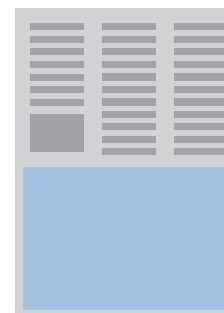
Email your ad to Renee Williams at rwilliams@kentuckyliving.com.

File sharing for large files available upon request.

STANDARD AD SIZES



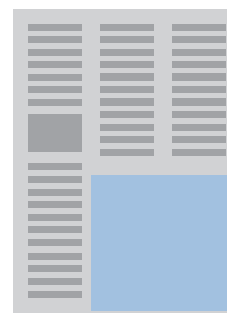
2/3 PAGE
4.75" X 9.625"



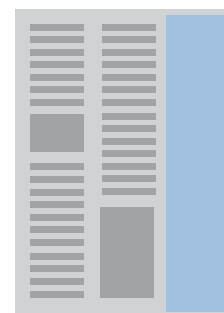
1/2 PAGE
7.3125" X 4.75"



1/4 PAGE
4.75" X 3.5625"



1/3 PAGE SQUARE
4.75" X 4.75"



1/3 PAGE VERTICAL
2.375" X 9.625"



1/6 PAGE
2.375" X 4.75"

Page trim size 8" x 10.5"
Live area for bleed ads..... 7.3125" x 9.625"
Full page w/ bleed..... 8.25" x 10.75"
Full page no bleed..... 7.3125" x 9.625"

KentuckyLiving 2021 PRINT RATES

NOBODY COVERS KENTUCKY BETTER!

Delivered to 464,000 Households – 1 Million Readers EVERY MONTH

4/C RATES

1X

3X

6X

12X

Full page	\$10,970	\$10,420	\$9,875	\$8,995
2/3-page	\$8,775	\$8,335	\$7,900	\$7,195
1/2-page	\$6,580	\$6,250	\$5,925	\$5,395
1/3-page	\$4,500	\$4,270	\$3,950	\$3,600
1/4-page	\$3,265	\$3,100	\$2,940	\$2,675
1/6-page	\$2,525	\$2,395	\$2,175	\$1,800

ADVERTORIAL RATES – CONTACT YOUR SALES REPRESENTATIVE

ADVERTISER DISCOUNTS

Press-ready materials: 15% discount for advertisers supplying high-resolution, press-ready PDF, per published sizes & specifications.

Local Advertisers*: 15% discount for companies with headquarters and/or locations exclusively in Kentucky.

Charitable Advertising*: Charitable organizations (501(c)3) designation may use the 12X rate.

**Discounts may not be combined with one another; however, press-ready discount may apply.*

National Advertisers: Inquire about multi-book opportunities through American MainStreet Publications (AMP).



“We are so pleased with our September Ad. The Polar Express Train tickets that we packaged with overnight rooms sold out in just a few days, with most of the calls mentioning they had seen our ad in *Kentucky Living*! We are always pleased with your distribution and return rates.”

– LaDonna Miller, Director of Marketing & Sales, Kentucky State Parks

KentuckyLiving 2021 TRAVEL & FESTIVALS

NOBODY COVERS KENTUCKY BETTER!

Reach 464,000 homes and 1 million readers every single month.



- **82%** of readers say they are interested in reading about travel in *Kentucky Living*
- **26%** use *Kentucky Living* for trip planning advice
- **49%** of readers have taken a trip WITHIN Kentucky in the last 12 months!
- **32%** of readers attended a specific event as a result of reading *Kentucky Living*

Source: Gfk MRI Custom Research 2016 and 2019

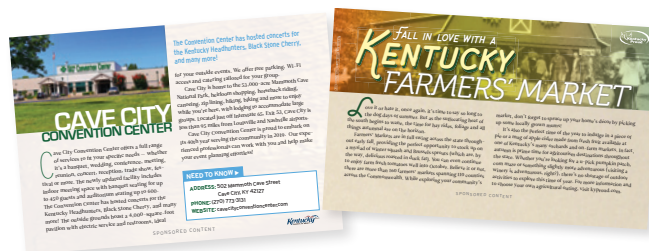
TRAVEL RATES

AD SIZE	RATE
Full Page	\$7,645
2/3-page	\$6,115
1/2-page	\$4,585
1/3-page	\$3,060
1/4-page	\$2,274
1/6-page	\$1,530

FREE READER RESPONSE INCLUDED: APRIL, JUNE & SEPTEMBER.

ADVERTORIAL RATES

CONTACT YOUR SALES REPRESENTATIVE



EVENTS PAGE AD

AD SIZE	NET RATE
2.375" x 1"	\$325



TRAVEL MARKETPLACE – JUNE & SEPT.

AD SIZE	NET RATE	NET RATE (2 OR MORE)
2.3125" x 3"	\$665	\$625



FREE READER RESPONSE INCLUDED!

SPRING & FALL FESTIVAL GUIDES – APRIL & SEPT.

AD SIZE	NET RATE
2.3125" x 1 1/2"	\$350



LARGER ADS AVAILABLE!

FESTIVAL AD INCLUDES LOCATION ON MAP



800-595-4846 • P.O. BOX 32170 • LOUISVILLE, KY 40232 • WWW.KENTUCKYLIVING.COM

KentuckyLiving 2021 ANNUAL ISSUES

NOBODY COVERS KENTUCKY BETTER!

Reach 464,000 homes and 1 million readers ready to make a purchase!

- **91%** of *Kentucky Living* readers are homeowners
- **53%** of homes have a garden and spend an average of \$276 on gardening each year. *That's a total of \$65 million annually!*
- **61%** performed some type of home improvement in the last 12 months
- **81%** performed some type of energy-efficiency upgrade on their home in the last 12 months.
- **30%** of readers are high school graduates
- **34%** have some college or an associate degree
- **27%** are 4-year college graduates
- **13%** have a post graduate degree

FEBRUARY – COLLEGE ISSUE

DEADLINE- DECEMBER 16, 2020

**BONUS DISTRIBUTION
TO KENTUCKY HIGH SCHOOLS!**

MARCH – LAWN & GARDEN

DEADLINE- JANUARY 22, 2021

MAY – HOME IMPROVEMENT

DEADLINE- MARCH 23, 2021

AD SIZE

RATE

Full page\$7,645

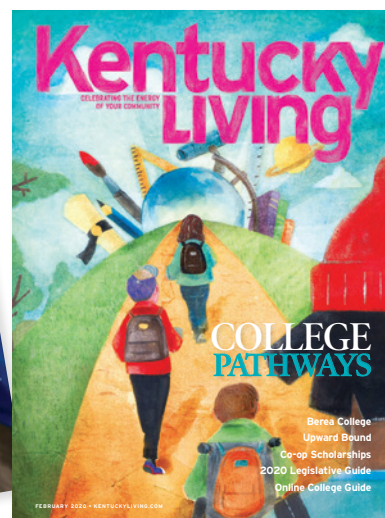
2/3-page\$6,115

1/2-page\$4,585

1/3-page\$3,060

1/4-page\$2,274

1/6-page\$1,530



Source: Gfk MRI Custom Research 2016 and 2019

464,000 Households – 1 Million Readers

2" AD
2.3125" X 2"

3-5X \$560 MONTH
6-12X \$485 MONTH

4" AD
2.3125" X 4"

3-5X \$1,100 MONTH
6-12X \$970 MONTH

3" AD
2.3125" X 3"

3-5X \$835 MONTH
6-12X \$725 MONTH

4/C RATES*	3-5X	6-12X
2"	\$560	\$485
3"	\$835	\$725
4"	\$1,100	\$970

*Rates include production and 4-color.

"Love your magazine. The advertising in *Kentucky Living* pays for itself!"

—Dustin R. Lehmann, Owner, Kentucky Steel Buildings, Panel and Supply LLC

PORTAGRACE
MANUFACTURING

PROUDLY MADE IN KENTUCKY

- All Steel Buildings up to 50 feet wide •
- DIY Kits Available •

Portagrace.com • 800-458-3464
1675 Old Concord Lane, Hopkinsville, KY 42240

KentuckyLiving DIGITAL OFFERINGS

NOBODY COVERS KENTUCKY BETTER!

STANDARD DISPLAY RATES

HOME PAGE/RUN OF SITE

LEADERBOARD/ SKYSCRAPER/ BUTTON \$750/Mo.

(Rates for digital-ready files only. See specifications)

Ask about bundling your print and digital buy!



BUTTON 600 X 500 PIXELS

TECHNICAL SPECIFICATIONS

- Static .JPG and animated .GIF files accepted
- 15-second maximum OR 3 times looping maximum (5-seconds per loop)
- Send creative files attached, not embedded
- Creative with a white background must have a minimum of 1-pixel border
- Max size 150KB
- Audio-no sound

Ad placements may rotate with other clients and will be accounted for by percentage.

Kentucky Living can provide design, ask your Representative for details.



LEADERBOARD 1456 X 180 PIXELS

**SKYSCRAPER
240 X 1200 PIXELS**



KentuckyLiving DIGITAL OFFERINGS

NOBODY COVERS KENTUCKY BETTER!

ADVERTORIAL

- Article written by client and/or *Kentucky Living*
- Long-form content
- Can be paired with standard display ad
- Links to recommended products or services

Ask us to show you the capabilities of our new Advertorial!

PRICING:

ADVERTORIAL.....\$1,000/Mo.

(ROS/Homepage and 3 links per mo. from Kentucky Living social media sites)

KentuckyLiving

Contests Events Shop Magazine About Q

Explore > Lifestyle > Home & Garden > Cook > Energy > News >

Explore

Cave City Convention Center

KL KENTUCKY LIVING

APRIL 18, 2019 1 MIN READ EXPLORE



Sponsored content

Cave City Convention Center offers a full range of services to fit your specific needs - whether it's a banquet, wedding, conference, meeting, reunion, concert, reception, trade show, festival or more. The newly updated facility includes indoor meeting space with banquet seating for up to 450 guests and auditorium seating up to 600.

KentuckyLiving

Contests Events Shop Magazine About Q

Explore > Lifestyle > Home & Garden > Cook > Energy > News >



WORTH THE TRIP
SEPTEMBER 10, 2020
Outdoor family fun

Events, recipes, travel, and people. It's time to experience Kentucky Living.



EXPLORE
Family-style goodness



LIFESTYLE
Toxic stress



Ask The Gardener
HOME & GARDEN
Houses plants

Events Calendar



NEWS
Berea College Ranked No. 1 "Best Value College"



EXPLORE
Too much fun in the sun



LIFESTYLE



HOME & GARDEN



COOK



KOSAIR CHARITIES

Kosair Kids® need you more than ever.

Help now to ensure the future holiday season is special and safe for kids in your community.

Learn how



800-595-4846 • P.O. BOX 32170 • LOUISVILLE, KY 40232 • WWW.KENTUCKYLIVING.COM