

KentuckyLiving

2022 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 469,000 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 2020



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 2022 EDITORIAL CALENDAR & DEADLINES

NOBODY COVERS KENTUCKY BETTER!

SPECIAL ANNUAL ISSUES	FEATURES	SPECIAL AD SECTION	DEADLINES
JANUARY	<ul style="list-style-type: none"> Stay in Clay: Cultivating Clay County's Economic Development The Value of the Electric Grid 		Wednesday, November 17, 2021
FEBRUARY COLLEGE ISSUE	<ul style="list-style-type: none"> College Microprograms & Certificates What's new at Kentucky Colleges? Online: 2022 College Guide Special Insert: 2022 Legislative Guide 	<i>Spring Travel Marketplace</i> Deadline: Friday, December 10, 2021	Wednesday, December 15, 2021
MARCH LAWN & GARDEN	<ul style="list-style-type: none"> Readers' Lawn Art: Gnomes & More Secrets from Theme Gardeners: Raised Beds, Lilies, Orchard 		Friday, January 21, 2022
APRIL TRAVEL GUIDE	<ul style="list-style-type: none"> Kentucky Travel Guide Living the RV Lifestyle Festival Guide & Map 	<i>Spring Festival Guide</i> Deadline: Tuesday, February 15, 2022	Friday, February 18, 2022
MAY	<ul style="list-style-type: none"> Benefits of Walking Finance: How the Pandemic has Affected Retirement Goals and Planning 		Monday, March 21, 2022
JUNE FOOD	<ul style="list-style-type: none"> Let's Talk Barbecue Kentucky Eats: Breakfast Restaurants & Recipes Raising Beef: Cattle Farming 	<i>Travel Marketplace</i> Deadline: Monday, April 18, 2022	Thursday, April 21, 2022
JULY PHOTO CONTEST	<ul style="list-style-type: none"> Kentucky Living's 2022 Photo Contest Winners Radio Personalities 		Monday, May 23, 2022
AUGUST	<ul style="list-style-type: none"> Education + Workforce Development (SCK Launch) Young Entrepreneurs FFA/4-H 		Thursday, June 23, 2022
SEPTEMBER BEST IN KENTUCKY	<ul style="list-style-type: none"> Kentucky Living's 2022 Best in Kentucky Winners Bourbon Dictionary 	<i>Travel Marketplace & Fall Festivals</i> Deadline: Tuesday, July 19, 2022	Friday, July 22, 2022
OCTOBER	<ul style="list-style-type: none"> Electric Co-op Members' Guide Worth the Trip: Haunted Tours Great Outdoors: Deer and Squirrel Season 		Monday, August 22, 2022
NOVEMBER HEALTH	<ul style="list-style-type: none"> What you Need to Know About Diabetes After the Military: Veterans' Civilian Careers 	<i>Holiday Gift Guide</i> Deadline: Monday, September 19, 2022	Thursday, September 22, 2022
DECEMBER	<ul style="list-style-type: none"> Addiction Recovery Centers Kentuckians on the National Stage 		Thursday, October 20, 2022

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.

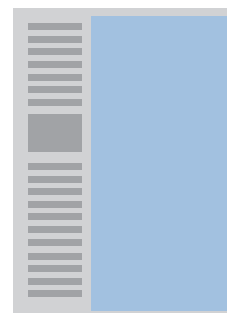
Note: any intervention required by Kentucky Living or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Kentucky Living make the necessary alterations, which will be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

SENDING YOUR AD

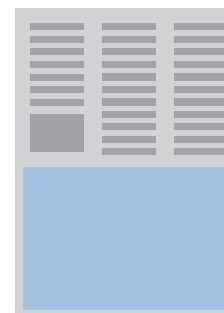
Email your ad to Renee Williams at rwilliams@kentuckyliving.com.

File sharing for large files available upon request.

STANDARD AD SIZES



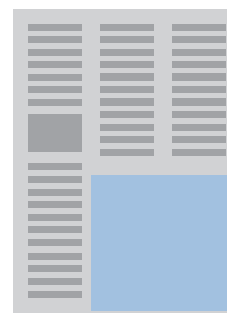
2/3 PAGE
4.75" X 9.625"



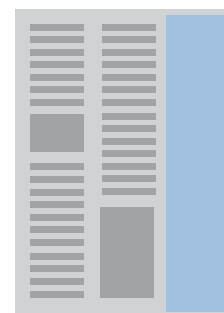
1/2 PAGE
7.3125" X 4.75"



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 2022 PRINT RATES

NOBODY COVERS KENTUCKY BETTER!

Delivered to 469,000 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).



"In the past couple of years we have invested in various advertising opportunities, and have found that *Kentucky Living's* reader response leads are invaluable tools in executing marketing and outreach to new customers. The leads are from all over the state, which we could not have reached without the large distribution that we get from *Kentucky Living*."

– Todd Finley, Executive Director, Kentucky Artisan Center

KentuckyLiving 2022 TRAVEL & FESTIVALS

NOBODY COVERS KENTUCKY BETTER!

Reach 469,000 homes and 1 million readers every single month.



- **April 2021** travel ads generated 23,344 leads, delivered direct to you
- **49%** of our readers took a trip in Kentucky - average 3 per year
- **82%** of readers look forward to reading about travel
- **32%** of readers attended an event they saw in *Kentucky Living*
- **29%** of readers use *Kentucky Living's* annual travel issues for travel making decisions

Source: Gfk MRI Custom Research 2019

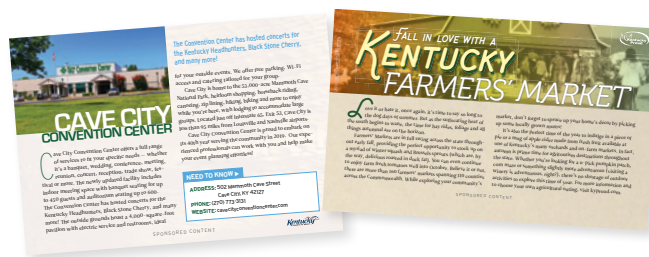
TRAVEL RATES

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



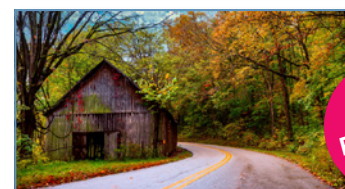
EVENTS PAGE AD

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



TRAVEL MARKETPLACE – FEB., JUNE & SEPT.

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



FREE READER RESPONSE INCLUDED!*

THE PLACE TO VISIT IN THE FALL

Time gets away from us. However, just because the Summer flew by is no reason to give up on a getaway this year. Visit Lake Barkley.

888-446-6402
GoCadiz.com



*Specific months – ask for details

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 2022 ANNUAL ISSUES

NOBODY COVERS KENTUCKY BETTER!

Reach 469,000 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
- **81%** performed some type of energy-efficiency upgrade on their home
- **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 15, 2021

**BONUS DISTRIBUTION
TO KENTUCKY HIGH SCHOOLS!**

MARCH – LAWN & GARDEN

DEADLINE- JANUARY 21, 2022

SEPTEMBER – BEST IN KENTUCKY

DEADLINE- JULY 22, 2022

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 2019

469,000 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

KentuckyLiving | MARKETPLACE

POLE BARNS
10,500
800-638-4324

STRICKLAND MOBILE HOME ROOFING SOLUTIONS
877-838-8448

PORTAGE
800-638-4324

WARNER FERTILIZER
800-638-4324

LANE'S FLOORING
69¢
800-638-4324

RYAN'S BATH COUNTRY
800-638-4324

KENTUCKY STEEL
800-638-4324

Get the Muck OUT!
800-328-9350

It's a New Growing Season at Your Local WARNER FERTILIZER
800-638-4324

LIKE US ON FACEBOOK
KentuckyLivingMagazine

Steel Mobile Home Roofing

NEW FINANCING AVAILABLE

Is the thought of *property loss due to roof leaks* looming over you? Put your mind at ease with a Southern Builders roofer for your mobile home.

PERMA-ROOF
from Southern Builders

Since 1983

Contact us at 800.633.8969 or roofer.com

KentuckyLiving DIGITAL OFFERINGS

NOBODY COVERS KENTUCKY BETTER!

Kentucky Living.com averages 46,000 users per month!

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!



KY high school sophomores:
our post-secondary, residential program provides two-years of university courses at no cost to you; giving you the opportunity of a lifetime to **change the world.**

 **CRAFT ACADEMY**
FOR EXCELLENCE IN SCIENCE & MATHEMATICS

WWW.MOREHEADSTATE.EDU/CRAFT-ACADEMY

MSU is an affirmative action, equal opportunity, educational institution.

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.



CRAFT ACADEMY
FOR EXCELLENCE IN SCIENCE & MATHEMATICS

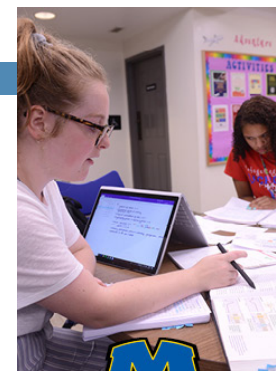
KY high school sophomores: our post-secondary, residential program gives you the opportunity of a lifetime to **change the world.**

LEADERBOARD 1456 X 180 PIXELS

WWW.MOREHEADSTATE.EDU/CRAFT-ACADEMY

MSU is an affirmative action, equal opportunity, educational institution.

SKYSCRAPER
240 X 1200 PIXELS




CRAFT ACADEMY
FOR EXCELLENCE IN SCIENCE & MATHEMATICS

KY high school sophomores:
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KentuckyLiving DIGITAL OFFERINGS

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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)

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

Explore

Cave City Convention Center

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.

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

AROUND THE TABLE

OCTOBER 22, 2021

Reader Recipe | The Best American Spaghetti

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

HUNTING
The best month to hunt deer

LIVING
Kentuckians remember their service to keep Korea free

HOME & GARDEN
Anemones offer fall, flowers and grace

COOK
Broccoli Casserole | A season of Thanksgiving

ENERGY
Attracting business to rural America

KOSAIR CHARITIES

This has been a challenging year. Make the holidays special for children in your community by purchasing a gift or making a donation.

BUY A GIFT TODAY

Events Calendar

Shelton Art Fair
November 13-14, 2021

2021 Artfair
Saturday November 13, 10 am - 5 pm
Sunday November 14, 10 am - 4 pm
The Center for Rural Development
2002 South Hwy 27
Barnesville, KY 40301
All traffic right of way
Free Admission
For information on the Center location, call 502-471-4300. For information about Shelton Art Fair, email us at sheltonartfair@kentuckyliving.com or visit our website at www.sheltonartfair.com
See you there!

NOV 13 2021

SHELTON ARTISANS ART FAIR
Dates: November 13, 2021
Times: 10:00 AM - 5:00 PM
Cook & Fry
Locations: The Center for Rural Development
2002 SOUTH HWY 27, Barnesville, KY 40301
United States

Previous Event Next Event

Kentucky showcases autumn through many colors

Farm festivals offer fall adventures, family memories

CRAFT ACADEMY
KY high school sophomores: our post-secondary, residential program provides two years of university courses at no cost to you, giving you the



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