

KentuckyLiving

2023 MEDIA KIT



Celebrating Kentucky for 75 years!

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 472,000 households.
- Read by 1 million people.
- EVERY. SINGLE. MONTH!

About our readers:

- 84% of readers read at least 3 of their last 4 issues!
- 99% say *Kentucky Living* is a name they can always trust
- 91% say the advertisements in *Kentucky Living* are useful and informative

"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's circulation is audited and verified by the Alliance for Audited Media.

GENDER

Women.....	51%
Men	49%

AGE

25-54.....	30%
55-64.....	23%
65-75.....	27%
75+	20%

EDUCATION

High School Graduate	27%
Some College or Associate Degree.....	39%
4 Year College Graduate or	
Post Graduate Degree	30%

Source: Gfk MRI Custom Research 2022, Alliance for Audited Media 2021



HOUSEHOLD INCOME

\$25,000-\$39,999.....	13%
\$40,000-\$59,999.....	14%
\$60,000-\$100,000.....	21%
\$100,000+	21%

Average household income \$79,000.

HOME VALUE

93% homeowners with average home value of \$274,000.

ACREAGE

3+ Acres	41%
Average Acreage.....	33.5



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

KentuckyLiving 2023 EDITORIAL CALENDAR & DEADLINES

NOBODY COVERS KENTUCKY BETTER!

SPECIAL ANNUAL ISSUES	FEATURES	SPECIAL AD SECTION	DEADLINES
JANUARY	<ul style="list-style-type: none"> Farm Fuel: The Switch to Electric Financial Literacy for Kids 		Wednesday, November 16, 2022
FEBRUARY COLLEGE ISSUE	<ul style="list-style-type: none"> College Mentors & Admissions Counseling Personality Profile: KET's Renee Shaw SPECIAL INSERT: 2023 Legislative Guide 	<i>Spring Travel Marketplace</i> Deadline: Friday, December 9, 2022	Friday, December 16, 2022
MARCH LAWN & GARDEN	<ul style="list-style-type: none"> Cut-Flower Gardening Growing Herbs, Veggies and Orchards 		Friday, January 20, 2023
APRIL TRAVEL GUIDE	<ul style="list-style-type: none"> Kentucky Travel Guide Wet & Wild: Kentucky Water Adventures 	<i>Spring Festival Guide</i> Deadline: Tuesday, February 14, 2023	Friday, February 17, 2023
MAY	<ul style="list-style-type: none"> Rodeos: The Cowboy & Cowgirl Way Kentucky's Reality TV Stars: Where are They Now? 		Monday, March 20, 2023
JUNE FOOD	<ul style="list-style-type: none"> How Does Your CSA Garden Grow? Kentucky Cheesemakers and Their Cheeses 	<i>Travel Marketplace</i> Deadline: Monday, April 17, 2023	Thursday, April 20, 2023
JULY PHOTO CONTEST	<ul style="list-style-type: none"> Kentucky Living's 2023 Photo Contest Winners Charles Whitfill Custom Guitars 		Monday, May 22, 2023
AUGUST	<ul style="list-style-type: none"> SPECIAL EDITION: <i>Kentucky Living</i> 75th Anniversary Issue 		Wednesday, June 21, 2023
SEPTEMBER BEST IN KENTUCKY	<ul style="list-style-type: none"> Kentucky Living's 2023 Best in Kentucky Winners Country Music's Carly Pearce 	<i>Travel Marketplace & Fall Festivals</i> Deadline: Tuesday, July 18, 2023	Friday, July 21, 2023
OCTOBER	<ul style="list-style-type: none"> Banking on Bourbon: How Distilleries are Fueling Jobs Energy Reliability Reality Check 		Monday, August 21, 2023
NOVEMBER HEALTH	<ul style="list-style-type: none"> Improving Cancer Outcomes Still Serving: Veterans Who Work at Co-ops 	<i>Holiday Gift Guide</i> Deadline: Monday, September 18, 2023	Thursday, September 21, 2023
DECEMBER	<ul style="list-style-type: none"> Kentuckians on the National Stage 2023 Gift Guide to Digital Gadgets 		Friday, October 20, 2023

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.

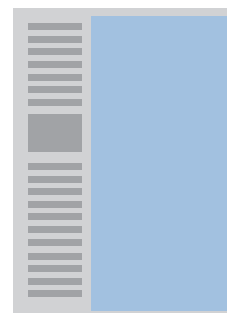
Note: any intervention required by Kentucky Living or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Kentucky Living make the necessary alterations, which will be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



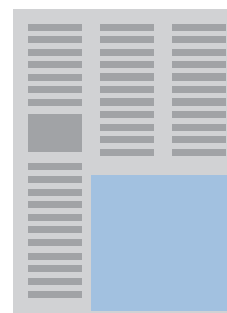
2/3 PAGE
4.75" X 9.625"



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 2023 PRINT RATES

NOBODY COVERS KENTUCKY BETTER!

Delivered to 472,000 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 explored our print options and decided to partner with *Kentucky Living*. The *Kentucky Living* demographic was a perfect test drive and the fact it's full of some of our favorite locals holds true to our business model. We placed an ad stating we were buying classic cars and received over 200 calls! We couldn't be happier with the results. We would highly recommend placing an ad with *Kentucky Living*."

— Melissa Stevenson, Business Development Manager,
Chip Wynn Motors

KentuckyLiving 2023 TRAVEL & FESTIVALS

NOBODY COVERS KENTUCKY BETTER!

Reach 472,000 homes and 1 million readers every single month.



- The April Annual Travel issue is delivered to over 530,000 households
- April 2022 travel ads generated **54,445** reader response leads, delivered direct to you
- **55%** of Kentucky Living readers plan to take a trip in Kentucky in the next 12 months
- **85%** look forward to reading about travel in Kentucky Living
- **93%** look forward to reading about information on events in Kentucky

Source: Gfk MRI Custom Research 2022

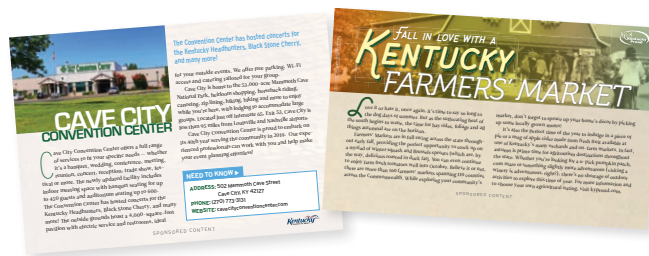
TRAVEL RATES

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



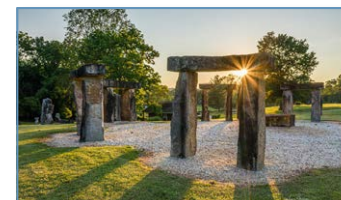
EVENTS PAGE AD

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



TRAVEL MARKETPLACE – FEB, JUN & SEPT

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



MUNFORDVILLE

Historic town on the Green River. Roam through Kentucky Stonehenge on your next adventure. It's free, and come hungry to try out a variety of restaurants!

270-524-4752

www.visitmunfordville.com



SPRING & FALL FESTIVAL GUIDES – APR & SEPT

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



LARGER ADS AVAILABLE!

FESTIVAL AD INCLUDES LOCATION ON MAP



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KentuckyLiving 2023 ANNUAL ISSUES

NOBODY COVERS KENTUCKY BETTER!

Reach 472,000 homes and 1 million readers ready to make a purchase!

Kentucky Living readers:

- 93% are homeowners
- 55% of homes have a garden
- 86% are interested in reading about gardening in *Kentucky Living*
- 90% are interested in reading about energy tips and efficiency
- 39% have some college or an associate degree
- 30% are 4-year college graduates or have a post graduate degree

"This year, I thought I would try something different with my ads in *Kentucky Living*. I added the upcoming events in our local area. The readers noticed this change and came to visit on these days."

— Janet Hunt, Director, Augusta Tourism

Source: Gfk MRI Custom Research 2022

FEBRUARY – COLLEGE ISSUE

DEADLINE—DECEMBER 14, 2022

**BONUS DISTRIBUTION
TO KENTUCKY HIGH SCHOOLS!**

MARCH – LAWN & GARDEN

DEADLINE—JANUARY 20, 2023

SEPTEMBER – BEST IN KENTUCKY

DEADLINE—JULY 21, 2023

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



KentuckyLiving MARKETPLACE

NOBODY COVERS KENTUCKY BETTER!

472,000 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* 3-5 MONTHS 6-12 MONTHS

2"\$560/mo..... \$485/mo.

3"\$835/mo..... \$725/mo.

4"\$1,100/mo. \$970/mo.

**Rates are monthly and 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

BILLY'S Where quality is affordable!
900-426-1134 • main@billys.com

Southern Outdoor Furniture
Furniture for the South!
The best selection in Southern Kentucky.
Call today for your free estimate!
270-542-7221
southernoutdoorfurniture.com

PORTAGRACE
PROUDLY MADE IN KENTUCKY
Call for special!
1-888-427-BARN (2276)

CasCade 5000 Designed & built in KY
270-542-7221
southernoutdoorfurniture.com

BARN LOT THEATRE
COMING SOON
1-888-427-BARN (2276)

KENTUCKY STEEL
800-955-2765
• The registered building system
• Red iron trusses & wall columns
• Steel joists & purlins in 2' centers
• 10' clear span
• 20' to 100' Clear span trusses
• 50 year structural warranty
• 40 year roof and wall panel warranty
• 20' to 100' & more loads
• 100 MPH winds to 100 MPH Vals
• 40' clearspan
• NADIR - The only 3D designer on the market
• Free Catalog/Pricing Guide on request

PERMA-ROOF
FREE
1-888-427-BARN (2276)

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 roofover.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 PACKAGE..... \$750/mo.

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

Ask about bundling your print and digital buy!



BUTTON 600 X 500 PIXELS



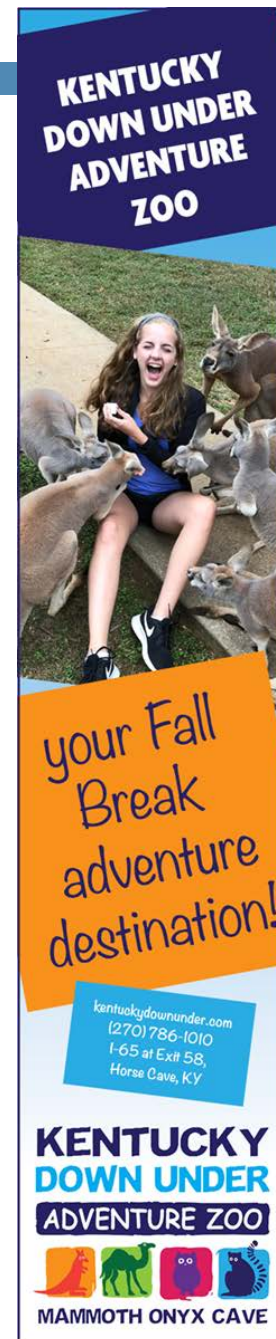
LEADERBOARD 1456 X 180 PIXELS

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.



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)



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

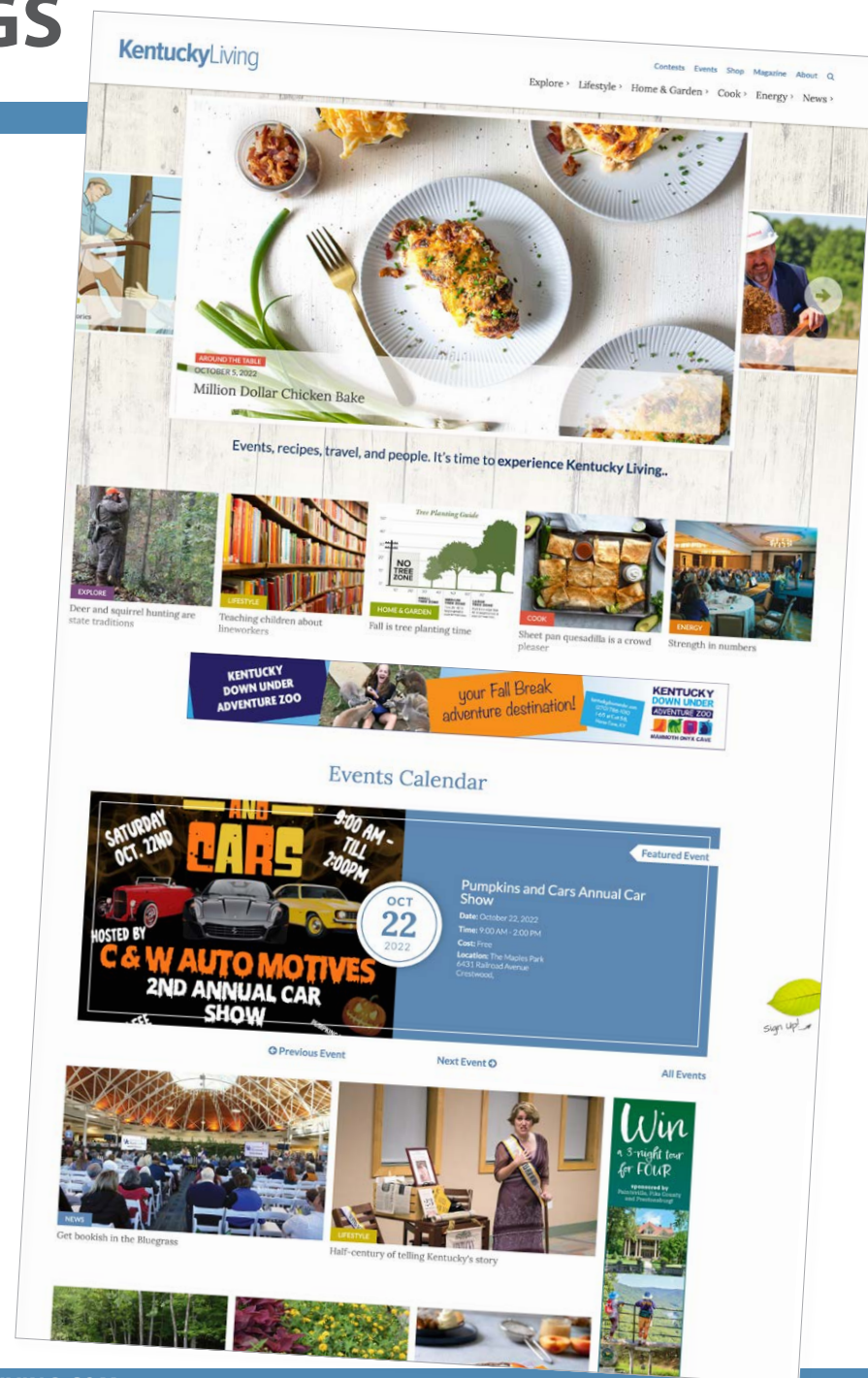
Explore

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, 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.



Kentucky Living
Contents Events Shop Magazine About Q
Explore > Lifestyle > Home & Garden > Cook > Energy > News >

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

AROUND THE TABLE
OCTOBER 5, 2022
Million Dollar Chicken Bake

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

EXPLORE
Deer and squirrel hunting are state traditions

LIFESTYLE
Teaching children about lineworkers

HOME & GARDEN
Full in tree planting time

COOK
Sheet pan quesadilla is a crowd pleaser

ENERGY
Strength in numbers

KENTUCKY DOWN UNDER ADVENTURE ZOO
your Fall Break adventure destination!

KENTUCKY DOWN UNDER ADVENTURE ZOO
WATERFIRE DINT'S CAFE

Events Calendar

SATURDAY OCT. 22ND
5:00 AM - 2:00 PM
HOSTED BY
C & W AUTOMOTIVES
2ND ANNUAL CAR SHOW

OCT 22 2022

Featured Event
Pumpkins and Cars Annual Car Show
Date: October 22, 2022
Time: 9:00 AM - 2:00 PM
Cost: Free
Location: The Maples Park
4521 Railroad Avenue
Crestwood

Previous Event Next Event All Events

Get bookish in the Bluegrass

Half-century of telling Kentucky's story

Win a 3-night tour for FOUR



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