

Kentucky Living

2026 MEDIA KIT



Celebrating Kentucky for more than 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 524,000 households.
- Read by more than 1 million people.
- EVERY. SINGLE. MONTH!

About our readers:

- 80% 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.....	57%
Men	43%

AGE

30-64.....	44%
65+.....	55%

EDUCATION

High School Graduate	25%
Some College or Associate Degree.....	41%
4 Year College Graduate or Post Graduate Degree	31%

Source: Gfk MRI Custom Research 2025, Alliance for Audited Media 2025



HOUSEHOLD INCOME

\$25,000-\$39,999.....	11%
\$40,000-\$59,999.....	16%
\$60,000-\$100,000.....	30%
\$100,000+	31%

Average household income \$96,000.

HOME VALUE

92% homeowners with average home value of \$358,000.

ACREAGE

3+ Acres	44%
Average Acreage.....	22



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

KentuckyLiving 2026 EDITORIAL CALENDAR & DEADLINES

NOBODY COVERS KENTUCKY BETTER!

SPECIAL ANNUAL ISSUES	FEATURES	SPECIAL AD SECTION	DEADLINES
JANUARY	<ul style="list-style-type: none"> Rural Impact: The Cooperative Extension Service KCARD: Growing Agribusiness 		Friday, November 14, 2025
FEBRUARY COLLEGE ISSUE	<ul style="list-style-type: none"> How to Learn: Study Habits in the Age of AI Energy Update: Co-ops are Consumer-Advocates Special Insert: 2026 Legislative Guide 	<i>Spring Travel Marketplace</i> Deadline: Friday, December 12, 2025	Wednesday, December 17, 2025
MARCH LAWN & GARDEN	<ul style="list-style-type: none"> Can-Do: Canning and Preserving Fresh Produce Gardening for the Birds 		Wednesday, January 21, 2026
APRIL TRAVEL GUIDE	<ul style="list-style-type: none"> Kentucky Travel Guide Bourbon History Stays Animal adventures: Wildlife encounters for the whole family 	<i>Spring Festival Guide</i> Deadline: Wednesday, February 11, 2026	Wednesday, February 18, 2026
MAY	<ul style="list-style-type: none"> Preserving Rural Cemeteries The Mail Must Go Through: Rural Mail Delivery Country Singer Tyler Booth 		Thursday, March 19, 2026
JUNE FOOD	<ul style="list-style-type: none"> Crust and Crumb: Sourdough Baking Moveable Feasts: Food Trucks Behind the Scenes 	<i>Travel Marketplace</i> Deadline: Tuesday, April 14, 2026	Tuesday, April 21, 2026
JULY PHOTO CONTEST	<ul style="list-style-type: none"> <i>Kentucky Living's</i> 2026 Photo Contest Winners America 250 Reader Stories 		Thursday, May 21, 2026
AUGUST	<ul style="list-style-type: none"> Work-Ready: Scholarships for In-Demand Degrees Guitar Man: Thumb-picker Eddie Pennington 		Thursday, June 18, 2026
SEPTEMBER BEST IN KENTUCKY	<ul style="list-style-type: none"> <i>Kentucky Living's</i> 2026 Best in Kentucky Winners Treasures of History: Metal Detecting 101 	<i>Travel Marketplace & Fall Festivals</i> Deadline: Wednesday, July 15, 2026	Wednesday, July 22, 2026
OCTOBER	<ul style="list-style-type: none"> Good Gourd! Competitive Pumpkin Growing Find the Fraud: How to Spot Scams 		Thursday, August 20, 2026
NOVEMBER HEALTH	<ul style="list-style-type: none"> Little Pharma: The Role of Rural Pharmacists Disabled Veterans of America 	<i>Holiday Gift Guide</i> Deadline: Monday, September 14, 2026	Thursday, September 17, 2026
DECEMBER	<ul style="list-style-type: none"> Oh Snap! Gingerbread Decorating Contests Kentucky's Youth Orchestras 		Thursday, October 22, 2026

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 full page ads with bleed, include minimum 0.125" (1/8") bleed with crop marks. Please keep all live materials 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.

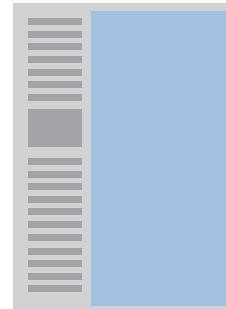
Note: any intervention required by Kentucky Living or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Kentucky Living make the necessary alterations, which will be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

SENDING YOUR AD

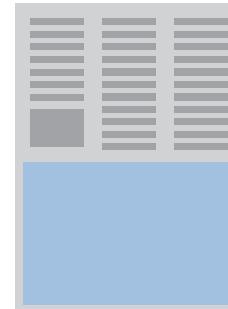
Email your ad to Renee Williams at rwilliams@kentuckyliving.com.

File sharing for large files available upon request.

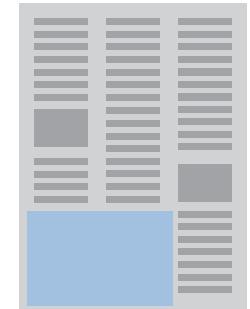
STANDARD AD SIZES



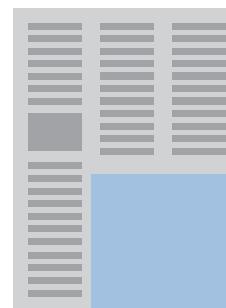
2/3 PAGE
4.75" X 9.625"



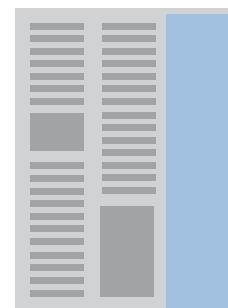
1/2 PAGE
7.3125" X 4.75"



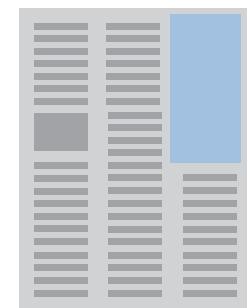
1/4 PAGE
4.75" X 3.5625"



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 7.5" x 10"
Full page w/ bleed 8.25" x 10.75"
Full page no bleed 7.5" x 10"

KentuckyLiving 2026 PRINT RATES

NOBODY COVERS KENTUCKY BETTER!

Delivered to 524,000 Households – more than 1 Million Readers EVERY MONTH

GROSS 4/C RATES	1-5X	6-12X
Full page	\$10,370.....	\$9,445
2/3-page	\$ 8,295.....	\$ 7,555
1/2-page	\$6,220.....	\$5,665
1/3-page	\$4,150.....	\$3,780
1/4-page	\$ 3,090.....	\$2,810
1/6-page	\$2,285.....	\$1,890

Advertisorial/sponsored content options available

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.*

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



"Kentucky Living is an excellent avenue for promoting our Kentucky Main Street communities. They are great to work with and the number of readers assures that our information is reaching a wide audience. We also love that Kentucky Living is in the state parks where visitors can learn more about our local businesses and attractions, providing an authentic experience in participating communities."

— Kitty Dougoud, Kentucky Main Street Coordinator,
Kentucky Heritage Council

KentuckyLiving 2026 TRAVEL & FESTIVALS

NOBODY COVERS KENTUCKY BETTER!

Reach 524,000 homes and more than 1 million readers every single month.



- The **April Annual Travel** issue is delivered to 586,000 households and is available online year round!
- April, June and September travel ads generated more than **107,000** reader response leads last year, delivered straight to you
- **71%** of *Kentucky Living* readers took a trip in Kentucky in the last 12 months
- **87%** 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 2025, Alliance for Audited Media 2025

TRAVEL RATES

AD SIZE	GROSS RATE
Full Page	\$8,030
2/3-page	\$6,420
1/2-page	\$4,815
1/3-page	\$3,215
1/4-page	\$2,390
1/6-page	\$1,610

Advertisorial/sponsored content options available

FREE READER RESPONSE IN APRIL, JUNE & SEPTEMBER IS ADDED VALUE FOR YOU!

EVENTS PAGE AD – JAN THRU DEC

AD SIZE	NET RATE
2.375" x 1"	\$345

IN THE HART CAR SHOW

Win a trophy from 5 categories AND TOP 30 Cars receive a trophy! Entry Fee 20.00. Food trucks!

Saturday June 21, 9am-3pm
Munfordville Court House Square
270-537-1665 or 270-524-5343



TRAVEL MARKETPLACE – FEB, JUN & SEPT

AD SIZE	NET RATE	NET RATE (2 OR MORE)
2.3125" x 3"	\$700	\$655

All Travel Marketplace ads are created by Kentucky Living.



RED RIVER GORGE

Farmers Market
every Saturday May-October
10 a.m.-2 p.m at Natural Bridge Skylift
gopoco.org



RED RIVER GORGE

Powell County, Kentucky



SPRING & FALL FESTIVAL GUIDES – APR & SEPT

AD SIZE	NET RATE
2.3125" x 2"	\$450



LARGER ADS AVAILABLE!
FESTIVAL AD INCLUDES
LOCATION ON MAP



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KentuckyLiving 2026 SPECIAL ANNUAL ISSUES

NOBODY COVERS KENTUCKY BETTER!

Reach 524,000 homes and more than 1 million readers ready to make a purchase!

Kentucky Living readers:

- 92% are homeowners
- 24% own a farm
- 70% took some action after seeing and ad in *Kentucky Living*
- 51% shared or saved an ad for future reference
- 41% have some college or an associate degree
- 31% are 4-year college graduates or have a post graduate degree

"I work on the Peony Festival in Gallatin County. We asked people where they heard about the festival and very many mentioned *Kentucky Living*. You are doing a great job for us!"

— Mary Jane Day, Director,
Gallatin County Tourism

Source: GfK MRI Custom Research 2025

FEBRUARY – COLLEGE ISSUE

DEADLINE – WEDNESDAY, DECEMBER 17, 2025

BONUS DISTRIBUTION TO KENTUCKY HIGH SCHOOLS!

JUNE – FOOD ISSUE

DEADLINE – TUESDAY, APRIL 21, 2026

SEPTEMBER – BEST IN KENTUCKY

DEADLINE – WEDNESDAY, JULY 22, 2026

AD SIZE

GROSS RATE

Full page \$8,030

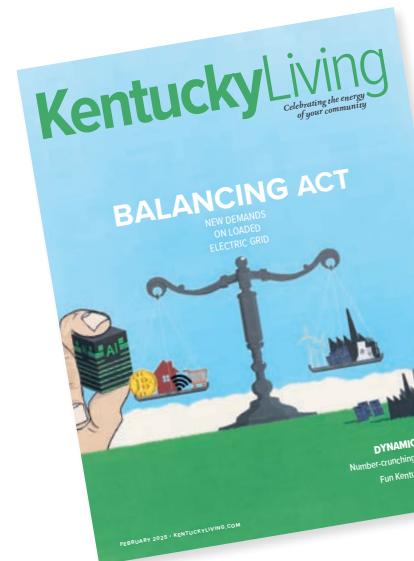
2/3-page \$6,420

1/2-page \$4,815

1/3-page \$3,215

1/4-page \$2,390

1/6-page \$1,610



KentuckyLiving MARKETPLACE

NOBODY COVERS KENTUCKY BETTER!

524,000 Households – more than 1 Million Readers

2" AD

2.3125" X 2"

3-5X \$590 MONTH
6-12X \$510 MONTH

3" AD

2.3125" X 3"

3-5X \$880 MONTH
6-12X \$760 MONTH

4" AD

2.3125" X 4"

3-5X \$1,155 MONTH
6-12X \$1,020 MONTH

GROSS 4/C RATES*

	3-5 MONTHS	6-12 MONTHS
2"	\$590/mo.	\$510/mo.
3"	\$880/mo.	\$760/mo.
4"	\$1,155/mo.	\$1,020/mo.

*Rates are monthly and include production and 4-color.

"Kentucky Living magazine has been very instrumental on growing my business over the last several years. I'm looking forward to several more."

—James Carver, Owner, JC Pole Barns

Reserve ad space [now](#).

NOV - HEALTH ISSUE

HOLIDAY GIFT GUIDE

Cynthia Whelan
Marketing Manager
cwhelan@kentuckyliving.com
270-202-3344

Monica Pichelli
Lifestyle and Travel Editor
mpichelli@kentuckyliving.com
270-202-4053

John Witz
Louisville, Northern Kentucky
609-438-4095
jwitz20@gmail.com

OVER 1 MILLION
READERS
PRINT and ONLINE

Nobody covers
Kentucky better!

KentuckyLiving

www.KentuckyLiving.com/advertise



KENTUCKY
STEEL
BUILDING
SYSTEMS

www.kentuckysteel.com

800-955-2765

• Pre-engineered building systems

• Steel girts, & purlins on 2" centers

• 20' to 40' wide bays

• 20' to 102' 4' bays

• 10' to 20' 8' bays

• 10' to 20' 10' bays

• 10' to 20' 12' bays

• 10' to 20' 14' bays

• 10' to 20' 16' bays

• 10' to 20' 18' bays

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• 10' to 20' 360' bays

• 10' to 20' 362' bays

• 10' to 20' 364' bays

• 10' to 20' 366' bays

• 10' to 20' 368' bays

• 10' to 20' 370' bays

• 10' to 20' 372' bays

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KentuckyLiving.com DIGITAL OFFERINGS

NOBODY COVERS KENTUCKY BETTER!

KentuckyLiving.com averages 68,000 users per month!

STANDARD DISPLAY RATES

LEADERBOARD/ SKYSCRAPER/ BUTTON PACKAGE **\$750/mo. net**

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



BUTTON 600 X 500 PIXELS



LEADERBOARD 1456 X 180 PIXELS

SKYSCRAPER
240 X 1200 PIXELS

NOBODY COVERS KENTUCKY BETTER!

ADVERTORIAL/SPONSORED CONTENT

- Ad created by client and/or Kentucky Living
- Long-form content
- Links to your web page

PRICING:

ADVERTORIAL/SPONSORED CONTENT \$1,000/mo. net

(Runs on KentuckyLiving.com Homepage for 1 month and lives on site thereafter)

KentuckyLiving

Contests Events Shop Magazine About Q

Explore Lifestyle Home & Garden Cook Energy News

Explore

Visit Owensboro

40% OFF
Select Houseboat Vacations on Lake Cumberland!
PROMO CODE: FUN40

APRIL 17, 2024 2 MIN READ EXPLORE

Visit Owensboro DAVIESS COUNTY CONVENTION AND VISITORS BUREAU

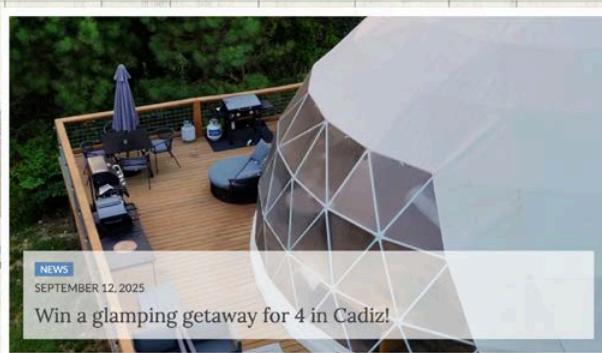
Learn about a city on the rise and a destination you need to get to know, Owensboro, Kentucky

A Rolling Stone Visit Music City. One of four cities GO USA TV says to visit to experience American culture through music. Home to a distillery ranked by travelzoo as a top four bourbon tour in the USA, Owensboro is located as the middle of everywhere. Less than 30 hours from Nashville, Indianapolis, St. Louis, Cincinnati and Louisville.

The weather is not going to be a bummer for a long time. You are not going to see traffic in Owensboro and you are not going to see a bill that will send you into bankruptcy. Restaurants are also available. A surprising amount of attractions like the riverwalk, Bluegrass Music Hall of Fame & Museum, Fine Art Museum, Museum of Science and History and Western Kentucky Botanical Gardens all cost less than a tank of gas for your car.

Fun for the whole family! Craft and family friendly houses and activities for everyone.

Round the corner! The new 100 Main Street! 100 Main Street Munfordville KY 42121 www.100mainstreet.com



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



Events Calendar

Featured Event

OCT 4 2025

Wings Over Western Kentucky Air Show

Date: October 4, 2025
Time: 2:00 PM - 8:00 PM
Location: Madisonville Regional Airport
62 Airport Rd
Madisonville,

sign up!