

KentuckyLiving

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%
<i>Average household income \$96,000.</i>	

HOME VALUE

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

ACREAGE

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

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"> Kentucky Living's 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"> Kentucky Living's 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.

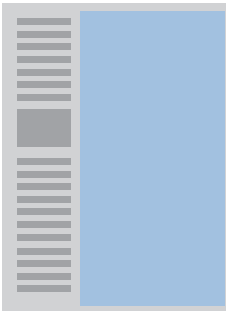
Note: any intervention required by Kentucky Living or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Kentucky Living make the necessary alterations, which will be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

SENDING YOUR AD

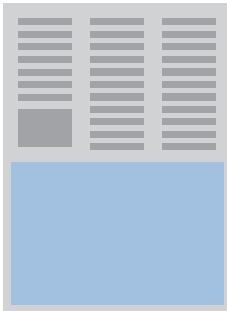
Email your ad to Renee Williams at rwilliams@kentuckyliving.com.

File sharing for large files available upon request.

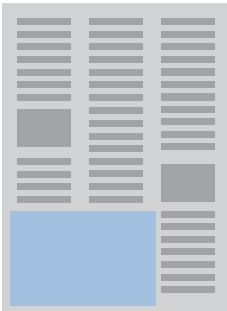
STANDARD AD SIZES



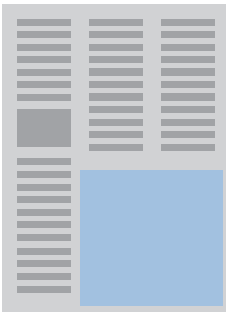
2/3 PAGE
4.75" X 9.625"



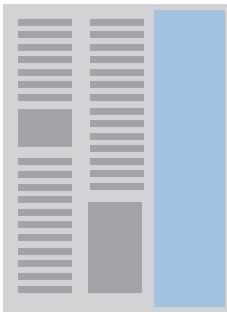
1/2 PAGE
7.3125" X 4.75"



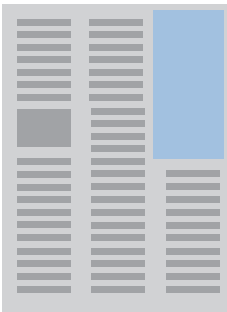
1/4 PAGE
4.75" X 3.5625"



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

Advertorial/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

Advertorial/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 Skyline
gopoco.org

TEAM KENTUCKY

RED RIVER GORGE
Powell County, Kentucky

SPRING & FALL FESTIVAL GUIDES – APR & SEPT

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

October Court Day Festival
since 1791!

Downtown Mt. Sterling
October 17th-20th

Over 500 vendors, great food
and live music!

TEAM KENTUCKY

mtsterlingtourism.com | I-64 Exit 110

LARGER ADS AVAILABLE!

FESTIVAL AD INCLUDES LOCATION ON MAP



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

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

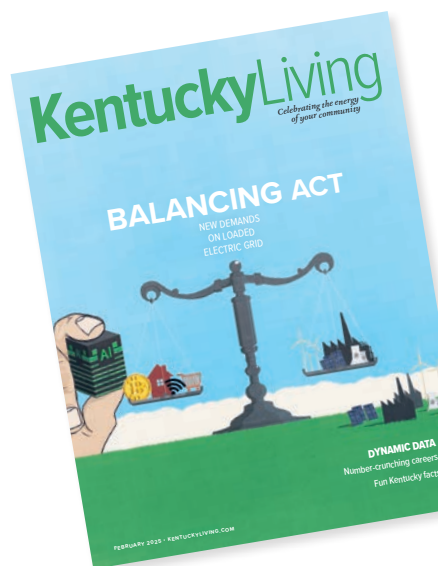
SEPTEMBER – BEST IN KENTUCKY

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



2" AD
2.3125" X 2"

4" AD
2.3125" X 4"

3" AD
2.3125" X 3"

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.

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

[illegible]

Call for specials!



STORAGE BUILDINGS

HAY BARN

HORSE BARN

GARAGES



**Custom building shown. Call for pricing.*

- Fully Insured
- #1 Metal
- 4/12 Roof Pitch
- Engineered Trusses

- Custom Sizes Available
- Local Codes & Freight May Affect Price



Ask about our do-it-yourself materials kits.

www.nationalbarn.com

1-888-427-BARN (2276)

KentuckyLiving.com DIGITAL OFFERINGS

NOBODY COVERS KENTUCKY BETTER!

KentuckyLiving.com averages 68,000 users per month!

STANDARD DISPLAY RATES

HOME PAGE AND RUN OF SITE

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

(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.com DIGITAL OFFERINGS

NOBODY COVERS KENTUCKY BETTER!

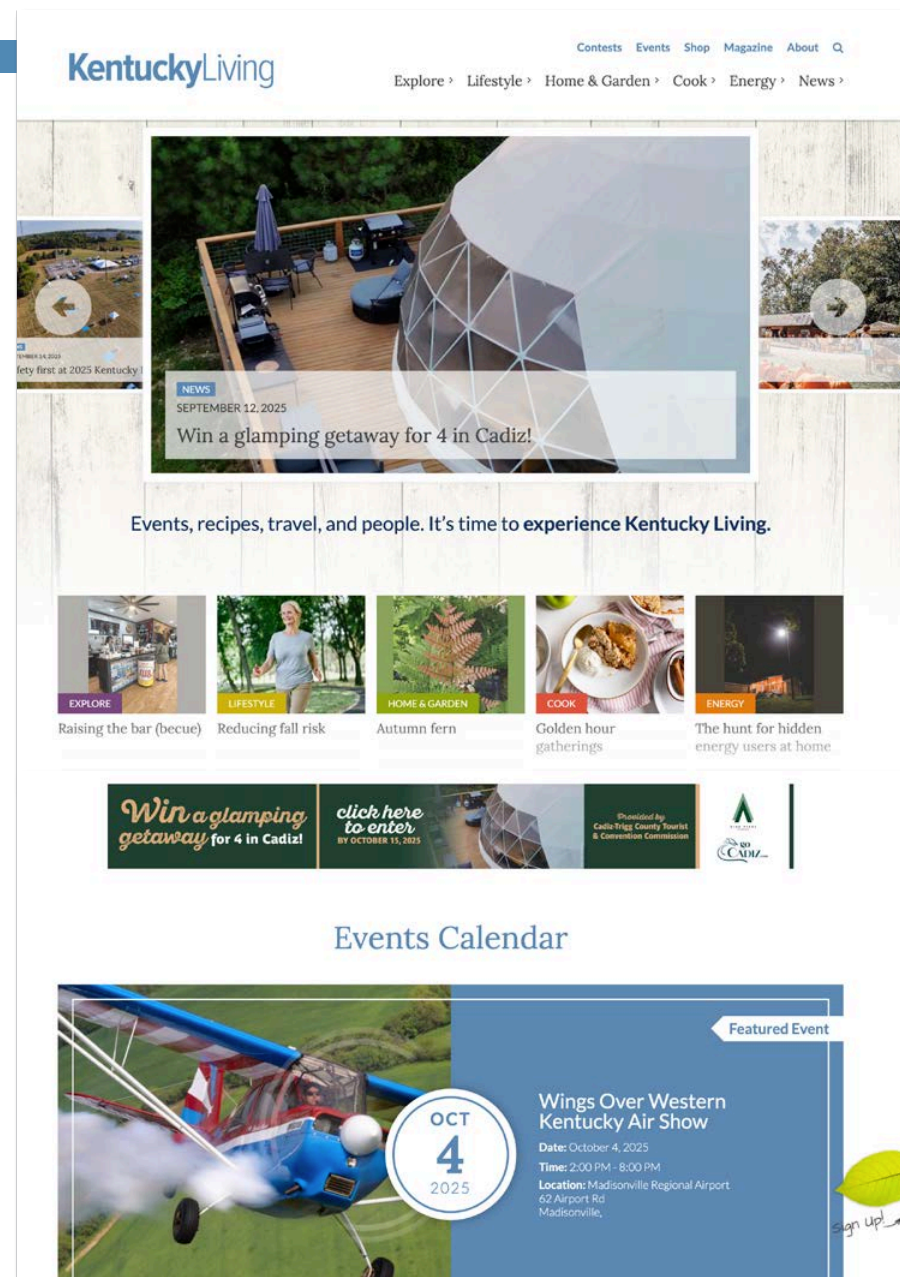
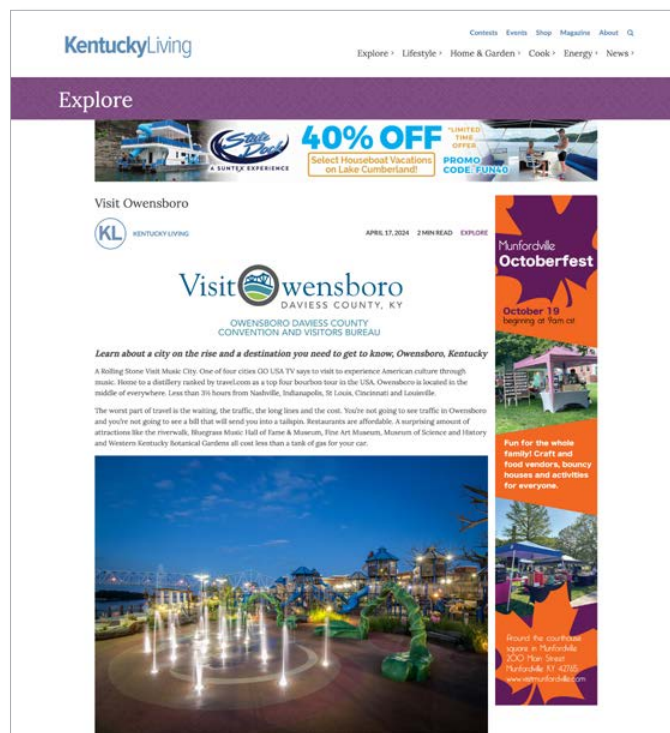
ADVERTORIAL/SPONSORED CONTENT

- 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)



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