KentuckyLiving

2027 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 READERS BY THE NUMBERS

NOBODY COVERS KENTUCKY BETTER!

- Delivered to 525,000 households.
- Read by more than 1 million people.
- EVERY. SINGLE. MONTH!

- **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

"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

***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%

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% are homeowners
Average home value $358,000

ACREAGE

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

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

KentuckyLiving 2027 EDITORIAL CALENDAR & DEADLINES

NOBODY COVERS KENTUCKY BETTER!

SPECIAL ANNUAL ISSUES	FEATURES	SPECIAL AD SECTION	DEADLINES
JANUARY	• Innovative Entrepreneurs • Growth Areas: Kentucky's Up-and-Coming Towns		Monday, November 16, 2026
FEBRUARY	• After High School: Paths to Success • Kentucky's Energy Landscape • Special Insert: 2027 Legislative Guide	*Spring Travel Marketplace* Deadline: Friday, December 11, 2026	Wednesday, December 16, 2026
MARCH LAWN & GARDEN	• Planting an Edible Backyard • Gardens to Engage the Senses		Thursday, January 21, 2027
APRIL TRAVEL GUIDE	• Kentucky Travel Guide • New and Improved: Kentucky State Parks • Cruise Lines in Kentucky	*Spring Festival Guide* Deadline: Friday, February 12, 2027	Wednesday, February 17, 2027
MAY	• Behind the Scences of Power Restoration • Watching the Weather: Cooperative Weather Observers • Pickleball: A Sport for Everyone		Friday, March 19, 2027
JUNE FOOD	• Kentucky's Community Markets • Farm to School: Ag Meets Nutrition Needs	*Travel Marketplace* Deadline: Friday, April 16, 2027	Wednesday, April 21, 2027
JULY PHOTO CONTEST	• *Kentucky Living's* 2027 Photo Contest Winners • Batter Up! Kentucky's Minor League Teams		Thursday, May 20, 2027
AUGUST	• Now Hiring: In-demand Careers • UK Football: Will Stein's First Year		Thursday, June 17, 2027
SEPTEMBER BEST IN KENTUCKY	• *Kentucky Living's* 2027 Best in Kentucky Winners • Cool Kentucky: The Frazier Brings History to You	*Travel Marketplace & Fall Festivals* Deadline: Friday, July 16, 2027	Thursday, July 22, 2027
OCTOBER	• Boone's Ridge: A New Tourism Destination • Preserving Heritage After Disasters	*Distillery Map* Deadline: Friday, August 13, 2027	Thursday, August 19, 2027
NOVEMBER HEALTH	• Sleep Better, Feel Better • Harlem Hellfighters: Shelbyville's WWII Heroes	*Holiday Gift Guide* Deadline: Monday, September 13, 2027	Friday, September 17, 2027
DECEMBER	• A Co-op Christmas: Holiday Parades • Danville's Master Tea Blender at Elmwood Inn		Wednesday, October 20, 2027

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" (⅛")

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" (⅛") bleed with crop marks. Please keep all live materials 0.25 (¼") from trim on all sides.

UNACCEPTABLE FORMATS

We cannot accept files in the following formats under any condition: Microsoft Publisher; any word processing file including Microsoft Word; any presentation format such as a PowerPoint file. **Please create a high-resolution PDF from these file formats for print.**

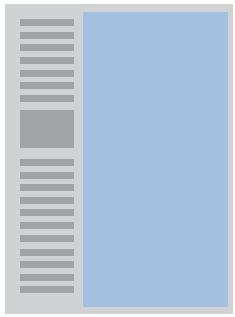
Note: *any intervention required by* Kentucky Living *or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having* Kentucky Living *make the necessary alterations, which will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

SENDING YOUR AD

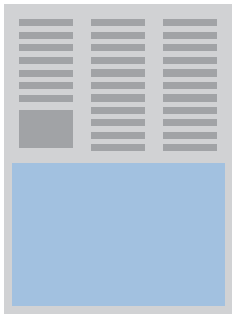
Email your ad to Renee Williams at rwilliams@kentuckyliving.com.

File sharing for large files available upon request.

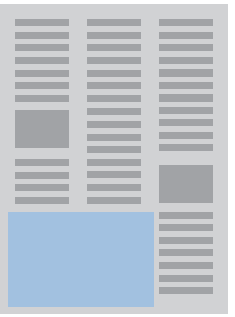
STANDARD AD SIZES



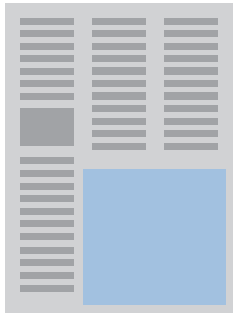
2/3 PAGE
4.75" W X 9.625" H



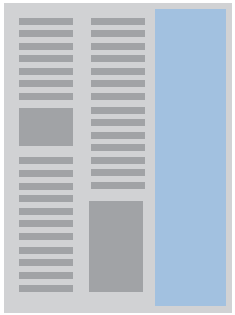
1/2 PAGE
7.3125" W X 4.75" H



1/4 PAGE
4.75" W X 3.5625" H



1/3 PAGE SQUARE
4.75" W X 4.75" H



1/3 PAGE
VERTICAL
2.375" W X 9.625" H

1/6 PAGE
2.375" W X 4.75" H

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 2027 PRINT RATES

NOBODY COVERS KENTUCKY BETTER!

Delivered to 525,000 Households – more than 1 Million Readers EVERY MONTH

GROSS 4/C RATES

Full page $9,400

2/3-page $7,500

1/2-page $5,600

1/3-page $3,800

1/4-page $2,800

1/6-page $1,900

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 effective and reasonably priced solution for our marketing needs.

Their Best in Kentucky contest encourages local participation and is a source of hometown pride. It drives traffic and visitors to our community, and we know this because their readers tell us so when they arrive!

Their staff is top-notch. This is one of the most responsive, considerate and friendly group of folks I've encountered in my 30 years of nonprofit and event work.

One hundred percent recommendation!

– Rob Thurman
Lincoln Days Celebration Past President and Volunteer

KentuckyLiving 2027 TRAVEL & FESTIVALS

NOBODY COVERS KENTUCKY BETTER!

Reach 525,000 homes and more than 1 million readers every single month.

- The **April Annual Travel** issue is delivered to 588,000 households and is available online year round!
- April, June and September travel ads generated more than **62,000** 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	$8,000
2/3-page	$6,400
1/2-page	$4,800
1/3-page	$3,200
1/4-page	$2,400
1/6-page	$1,600

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" W x 1" H	$350

TRAVEL MARKETPLACE – FEB, JUN & SEPT

AD SIZE	NET RATE
2.3125" W x 3" H	$650

All Travel Marketplace ads are created by Kentucky Living.

SPRING & FALL FESTIVAL GUIDES – APR & SEPT

AD SIZE	NET RATE
2.3125" W x 2" H	$450

LARGER ADS AVAILABLE!
FESTIVAL AD INCLUDES LOCATION ON MAP

KentuckyLiving MARKETPLACE

NOBODY COVERS KENTUCKY BETTER!

525,000 Households – more than 1 Million Readers

2" AD
2.3125" W X 2" H
$500 MONTH

3" AD
2.3125" W X 3" H
$800 MONTH

4" AD
2.3125" W X 4" H
$1,000 MONTH

4/C RATES*	NET
2"	$500/mo.
3"	$800/mo.
4"	$1,000/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

KentuckyLiving DIGITAL OPTIONS

NOBODY COVERS KENTUCKY BETTER!

KentuckyLiving.com averages 62,000 page views per month, including metropolitan areas!

Stand alone or digital/print combo rates available

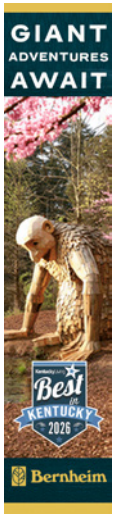
LEADERBOARD/ SKYSCRAPER/ BUTTON PACKAGE

HOME PAGE AND RUN OF SITE .....$750/mo. net

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

BUTTON 300 X 300 PIXELS



SKYSCRAPER 180 X 885 PIXELS

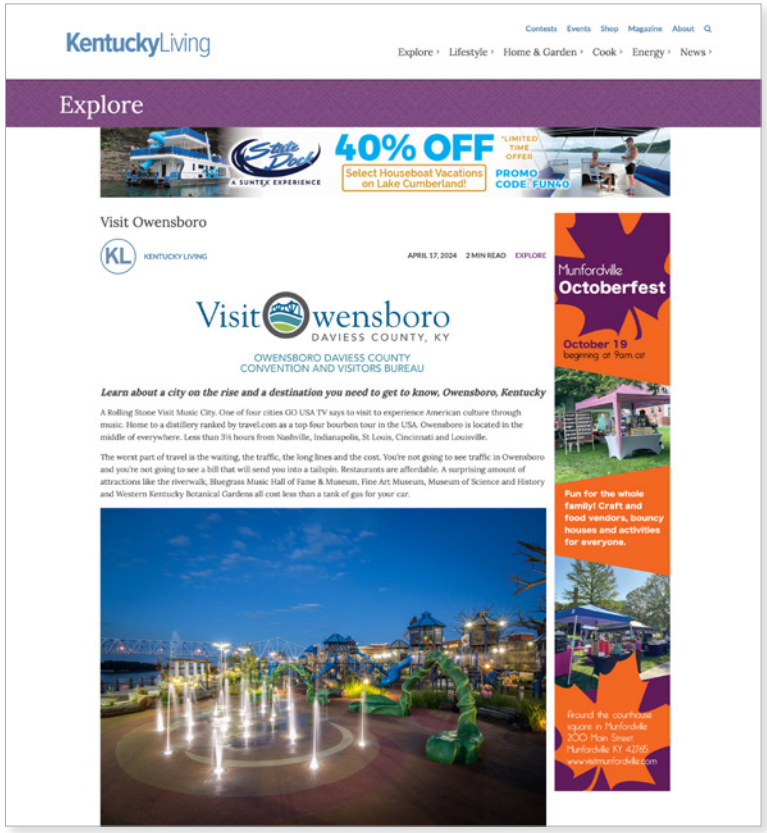
LEADERBOARD 728 X 90 PIXELS

ADVERTORIAL/SPONSORED CONTENT

HOME PAGE AND SITE CATEGORY/LIBRARY ..... $1,000/mo. net

SPECIFICATIONS

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



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