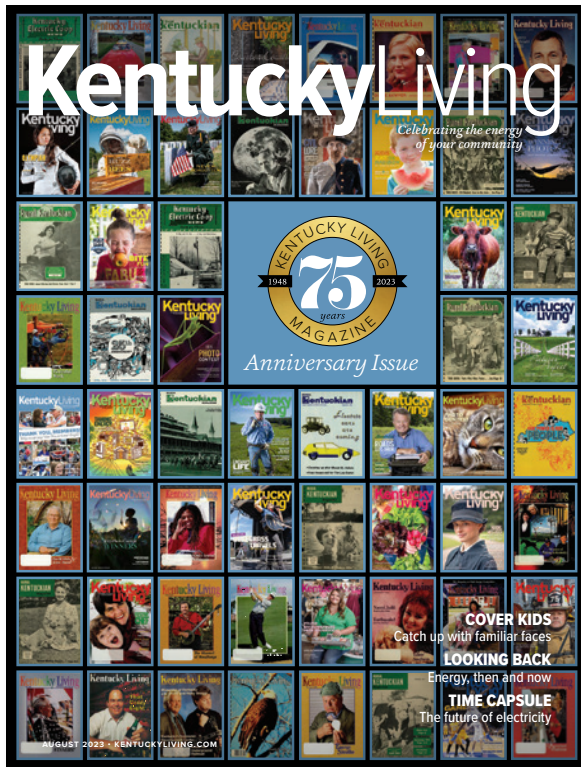


KentuckyLiving

2024 MEDIA KIT



Celebrating Kentucky for over 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 478,000 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 2022



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 |



KentuckyLiving 2024 EDITORIAL CALENDAR & DEADLINES

NOBODY COVERS KENTUCKY BETTER!

| SPECIAL ANNUAL ISSUES | FEATURES | SPECIAL AD SECTION | DEADLINES |
|--------------------------------------|--|---|-------------------------------|
| JANUARY | <ul style="list-style-type: none"> Tobacco Transition: 20 Years In Kentucky in 12 Objects | | Wednesday, November 15, 2023 |
| FEBRUARY COLLEGE ISSUE | <ul style="list-style-type: none"> Grid Reliability How Colleges are Managing Learning Loss Special Insert: 2024 Legislative Guide | <i>Spring Travel Marketplace</i> Deadline: Monday, December 11, 2023 | Monday, December 18, 2023 |
| MARCH LAWN & GARDEN | <ul style="list-style-type: none"> Heirloom Seeds: Plants with History Backyard Greenhouses | | Monday, January 22, 2024 |
| APRIL TRAVEL GUIDE | <ul style="list-style-type: none"> Kentucky Travel Guide Cars and Tourism: Motor Attractions 150 Years of the Kentucky Derby | <i>Spring Festival Guide</i> Deadline: Monday, February 12, 2024 | Monday, February 19, 2024 |
| MAY | <ul style="list-style-type: none"> 75 years of Pioneer Playhouse PGA swings back to Kentucky | | Tuesday, March 19, 2024 |
| JUNE FOOD | <ul style="list-style-type: none"> Influential Kentucky Cookbooks Great Cheeseburgers | <i>Travel Marketplace</i> Deadline: Monday, April 15, 2024 | Friday, April 19, 2024 |
| JULY PHOTO CONTEST | <ul style="list-style-type: none"> <i>Kentucky Living's</i> 2024 Photo Contest Winners Main Street: A Photo Essay | | Tuesday, May 21, 2024 |
| AUGUST | <ul style="list-style-type: none"> Donovan Scholars: Never Too Old to Learn Horse Racing Year Round | | Thursday, June 20, 2024 |
| SEPTEMBER BEST IN KENTUCKY | <ul style="list-style-type: none"> <i>Kentucky Living's</i> 2024 Best in Kentucky Winners Critical White Oaks UK Football Coach Mark Stoops | <i>Travel Marketplace & Fall Festivals</i> Deadline: Monday, July 15, 2024 | Monday, July 22, 2024 |
| OCTOBER | <ul style="list-style-type: none"> Save the Quail and Grouse Managing Rights-of-Way Keeping Lineworkers Safe | | Tuesday, August 20, 2024 |
| NOVEMBER HEALTH | <ul style="list-style-type: none"> Honoring WWII Veterans Food Allergies and Intolerances Veteran Workforce Development | <i>Holiday Gift Guide</i> Deadline: Monday, September 16, 2024 | Wednesday, September 18, 2024 |
| DECEMBER | <ul style="list-style-type: none"> Ride on the Christmas Trains All About Drones | | Tuesday, October 22, 2024 |

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.

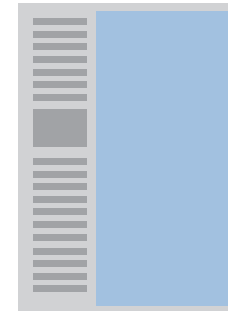
Note: any intervention required by Kentucky Living or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Kentucky Living make the necessary alterations, which will be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

SENDING YOUR AD

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

File sharing for large files available upon request.

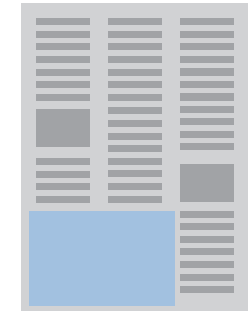
STANDARD AD SIZES



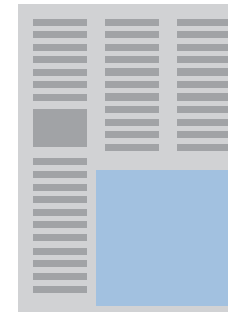
2/3 PAGE
4.75" X 9.625"



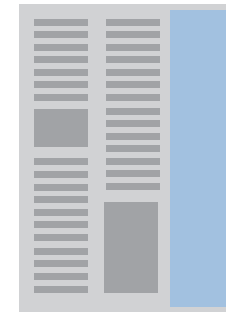
1/2 PAGE
7.3125" X 4.75"



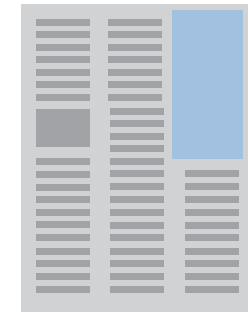
1/4 PAGE
4.75" X 3.5625"



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 2024 PRINT RATES

NOBODY COVERS KENTUCKY BETTER!

Delivered to 478,000 Households – 1 Million Readers EVERY MONTH

| 4/C RATES | 1-5X | 6-12X |
|----------------|----------|---------|
| Full page..... | \$10,369 | \$9,445 |
| 2/3-page..... | \$ 8,295 | \$7,555 |
| 1/2-page | \$6,221 | \$5,665 |
| 1/3-page | \$4,148 | \$3,780 |
| 1/4-page | \$ 3,087 | \$2,809 |
| 1/6-page | \$2,284 | \$1,890 |

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.*

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 2024 TRAVEL & FESTIVALS

NOBODY COVERS KENTUCKY BETTER!

Reach 478,000 homes and 1 million readers every single month.



- The **April Annual Travel** issue is delivered to over 580,000 households and is available online year round!*
- April 2023 travel ads generated over **41,000** 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
*Projected April 2024 circulation

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" | \$345 |

TRAVEL MARKETPLACE – FEB, JUN & SEPT

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

SPRING & FALL FESTIVAL GUIDES – APR & SEPT

| AD SIZE | NET RATE |
|------------------------|----------|
| 2.3125" x 1 1/2" | \$370 |

LARGER ADS AVAILABLE!

FESTIVAL AD INCLUDES LOCATION ON MAP



KentuckyLiving 2024 SPECIAL ANNUAL ISSUES

NOBODY COVERS KENTUCKY BETTER!

Reach 478,000 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 18, 2023

**BONUS DISTRIBUTION
TO KENTUCKY HIGH SCHOOLS!**

JUNE – FOOD ISSUE

DEADLINE–APRIL 19, 2024

SEPTEMBER – BEST IN KENTUCKY

DEADLINE–JULY 22, 2024

AD SIZE

RATE

Full page\$8,027

2/3-page\$6,421

1/2-page\$4,814

1/3-page\$3,213

1/4-page\$2,388

1/6-page\$1,607



KentuckyLiving MARKETPLACE

NOBODY COVERS KENTUCKY BETTER!

478,000 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" \$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.*

"Love your magazine. The advertising in Kentucky Living pays for itself!"

—Dustin R. Lehmann, Owner, Kentucky Steel Buildings, Panel and Supply LLC



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.

Since 1983

PERMA-ROOF®
from Southern Builders

Contact us at 800.633.8969
or roofover.com

KentuckyLiving DIGITAL OFFERINGS

NOBODY COVERS KENTUCKY BETTER!

Kentucky Living.com averages 53,000 users per month!

STANDARD DISPLAY RATES

HOME PAGE AND 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!



Download your 4-Minute Family Vacation Planner.

GoCadiz.com/Family

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

SMALL TOWN LAKE GETAWAY

Download your 4-Minute Family Vacation Planner.

GoCadiz.com/Family

SKYSCRAPER 240 X 1200 PIXELS

CADIZ-TRIGG
KENTUCKY
Lake Barkley & Land Between the Lakes

TEAM
KENTUCKY
KENTUCKY DEPARTMENT OF TOURISM



SMALL TOWN BIG LAKE

Download your 4-Minute Family Vacation Planner.

[GoCadiz.com /Family](https://GoCadiz.com/Family)

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)

