

KentuckyLiving

2025 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 514,000 households.
- Read by more than 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 2024



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 2025 EDITORIAL CALENDAR & DEADLINES

NOBODY COVERS KENTUCKY BETTER!

SPECIAL ANNUAL ISSUES	FEATURES	SPECIAL AD SECTION	DEADLINES
JANUARY	<ul style="list-style-type: none"> eKAMI: Workforce Development in Eastern Kentucky Off the Grid—and Back On 		Friday, November 15, 2024
FEBRUARY COLLEGE ISSUE	<ul style="list-style-type: none"> Number Crunchers: College Math and Data Kentucky by the Numbers Balance of Power: Keeping Energy Reliable Special Insert: 2024 Legislative Guide 	<i>Spring Travel Marketplace</i> Deadline: Wednesday, December 11, 2024	Monday, December 16, 2024
MARCH LAWN & GARDEN	<ul style="list-style-type: none"> No-Till Gardening Wildlife 101: What to Know About Animal Rescue 		Tuesday, January 21, 2025
APRIL TRAVEL GUIDE	<ul style="list-style-type: none"> Kentucky Travel Guide Welcome Centers: Kentucky's Front Door Unique Kentucky History 	<i>Spring Festival Guide</i> Deadline: Tuesday, February 11, 2025	Tuesday, February 18, 2025
MAY	<ul style="list-style-type: none"> Outage Diary: A Day in the Life of a Lineworker Derby Winner: Jockey Brian Hernandez 		Thursday, March 20, 2025
JUNE FOOD	<ul style="list-style-type: none"> Five Kentucky Comfort Foods Yes, Chef: Paducah's Sara Bradley 	<i>Travel Marketplace</i> Deadline: Monday, April 14, 2025	Monday, April 21, 2025
JULY PHOTO CONTEST	<ul style="list-style-type: none"> Kentucky Living's 2025 Photo Contest Winners Libraries Provide More Than Just Books 		Wednesday, May 21, 2025
AUGUST	<ul style="list-style-type: none"> Take a Look, It's in a Book: Reading Readiness Phones in Classrooms: The State of School Policy 		Thursday, June 19, 2025
SEPTEMBER BEST IN KENTUCKY	<ul style="list-style-type: none"> Kentucky Living's 2025 Best in Kentucky Winners Social Game: Dove Hunting Louisville Orchestra Spreads Harmony 	<i>Travel Marketplace & Fall Festivals</i> Deadline: Tuesday, July 15, 2025	Tuesday, July 22, 2025
OCTOBER	<ul style="list-style-type: none"> Who Runs Your Co-op? History of the Hog: Ham Fest in Cadiz Distillery Map 	<i>Distillery Map</i> Deadline: Friday, August 15, 2025	Wednesday, August 20, 2025
NOVEMBER HEALTH	<ul style="list-style-type: none"> Still Serving: Veteran-Led Disaster Response Grief and Mental Health Outdoor Gift Guide: Part 1 	<i>Holiday Gift Guide</i> Deadline: Monday, September 15, 2025	Thursday, September 18, 2025
DECEMBER	<ul style="list-style-type: none"> Home for the Holidays: Foster Families Outdoor Gift Guide: Part 2, Stocking Stuffers 		Wednesday, October 22, 2025

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.

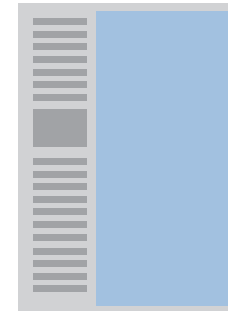
Note: any intervention required by Kentucky Living or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Kentucky Living make the necessary alterations, which will be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

SENDING YOUR AD

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

File sharing for large files available upon request.

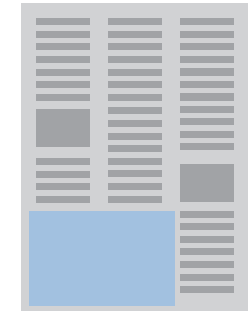
STANDARD AD SIZES



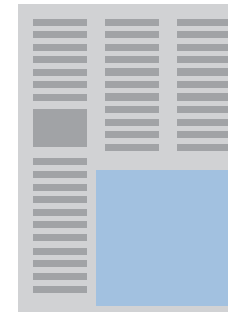
2/3 PAGE
4.75" X 9.625"



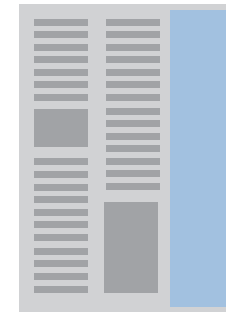
1/2 PAGE
7.3125" X 4.75"



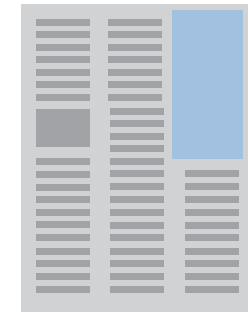
1/4 PAGE
4.75" X 3.5625"



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 2025 PRINT RATES

NOBODY COVERS KENTUCKY BETTER!

Delivered to 514,000 Households – more than 1 Million Readers EVERY MONTH

GROSS 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/SPONSORED CONTENT RATES
 — CONTACT YOUR SALES
 REPRESENTATIVE FOR DETAILS

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 2025 TRAVEL & FESTIVALS

NOBODY COVERS KENTUCKY BETTER!

Reach 514,000 homes and more than 1 million readers every single month.



- The **April Annual Travel** issue is delivered to 587,000 households and is available online year round!
- April, June and September travel ads generated over **76,000** reader response leads last year, delivered straight 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, Alliance for Audited Media 2024

TRAVEL RATES

AD SIZE	GROSS 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

FREE READER RESPONSE INCLUDED: APRIL, JUNE & SEPTEMBER.

ADVERTORIAL/SPONSORED CONTENT 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



LAWRENCEBURG FOOD TRUCK FRIDAY: SUMMER CONCERT SERIES

Zack Attack Party Band - June 7
Conch Republic - July 5
Classic Rock Experience - August 2

502-598-3127
visitlawrenceburgky.com

SPRING & FALL FESTIVAL GUIDES – APR & SEPT

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



FRANKLIN CAR & CRAFT SHOW
Sept. 21, 2024 • 8 a.m. – 2 p.m.
100 North Main Street
Downtown Franklin, Kentucky
www.visitfranklinky.com • 270-586-3040 TEAM KENTUCKY

LARGER ADS AVAILABLE!

FESTIVAL AD INCLUDES LOCATION ON MAP



KentuckyLiving 2025 SPECIAL ANNUAL ISSUES

NOBODY COVERS KENTUCKY BETTER!

Reach 514,000 homes and more than 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

"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 2022

FEBRUARY – COLLEGE ISSUE

DEADLINE – MONDAY, DECEMBER 16, 2024

**BONUS DISTRIBUTION
TO KENTUCKY HIGH SCHOOLS!**

JUNE – FOOD ISSUE

DEADLINE – MONDAY, APRIL 21, 2024

SEPTEMBER – BEST IN KENTUCKY

DEADLINE – TUESDAY, JULY 22, 2024

AD SIZE

GROSS 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!

514,000 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

KentuckyLiving | MARKETPLACE

Steel Mobile Home Roofing
Proudly Made in Kentucky
Reserve ad space now.
APR – TRAVEL GUIDE
JUNE – FOOD ISSUE

PERMA-ROOF
Mobile Home Roofing Systems Since 1983

MB HOME BARN BUILDINGS
Midwestpolebuildings.com

JC POLE BARN
1-888-427-BARN (2276)

PLACE YOUR AD HERE
2, 3 or 4 inch ad sizes starting at \$590/month

OVER 1 MILLION READERS PRINT AND ONLINE
Nobody covers Kentucky better!

1-800-595-4846
KentuckyLiving.com/advertise
KentuckyLiving

Arco Steel Buildings
1-800-241-8339

BBB A+ rating for 40+ years!

Highest Quality

All sizes available!
www.arcosteel.com

44 **Arco** Years
Arco Building Systems

(Buildings not as shown above) (FOB plant-local codes may affect prices)

KentuckyLiving DIGITAL OFFERINGS

NOBODY COVERS KENTUCKY BETTER!

Kentucky Living.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 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)

The screenshot shows the KentuckyLiving.com homepage. At the top, there's a navigation bar with 'Explore', 'Lifestyle', 'Home & Garden', 'Cook', 'Energy', and 'News'. A prominent purple banner advertises a '40% OFF' promotion for 'Select Houseboat Vacations on Lake Cumberland!' with a 'LIMITED TIME OFFER' and 'PROMO CODE FUNGO'. Below this, there's a section for 'Visit Owensboro' with a 'Munfordville Octoberfest' event highlighted for October 19. The main content area features an article about Owensboro, Kentucky, described as a 'Balling Stone Yacht Music City'. A large image of a fountain at night is visible at the bottom left.

This screenshot shows a different view of the KentuckyLiving.com homepage. The top navigation bar is similar. A large featured article at the top right is titled 'Win a two night getaway at a Kentucky State Park!' with a date of 'SEPTEMBER 8, 2024'. Below this, a horizontal bar reads 'Events, recipes, travel, and people. It's time to experience Kentucky Living.' A grid of six content tiles follows, each with a category label and a thumbnail image: 'EXPLORE' (High school bass fishing), 'LIFESTYLE' (Magical moonbow), 'HOME & GARDEN' (Hollyhock has vintage charm), 'COOK' (Taste of summer), 'ENERGY' (Lessons from the Washington Youth Tour), and 'TEAM KENTUCKY' (Sponsored by Springfield Thoroughbred). Below the grid is a red banner for the 'COSMUM FESTIVAL SPRINGFIELD 2024' on October 4th & 5th, listing live bands and craft vendors. At the bottom, an 'Events Calendar' section features a 'Featured Event' for '3H Farm's Market 5th Annual Fall Festival' on September 28, 2024, with details on date, time, and location. Navigation buttons for 'Previous Event', 'Next Event', and 'All Events' are visible.