Louisville Magazine is Louisville. It’s in our name and everything.

Each month, the award-winning magazine informs, entertains and engages readers with the best writing, photography and journalism in the city. In recent years, Louisville Magazine has overhauled its design and expanded its coverage of restaurants, bars, the arts, style and homes, while continuing its long tradition of diving deep into the most pressing issues facing the city.

In addition to 12 monthly issues (including our popular Best of Louisville Awards, City Guide, School Guide, and Derby Issue), Louisville Magazine also publishes Louisville Bride, the SWIG bar guide, the EATS restaurant guide, a College Guide, and a get-healthy guide called FIT.

So many issues.

Louisville Magazine: Locally owned. Since always.
132,000 readers

24,000

Subscribers: 20,000 homes, businesses and select hotels +
Newsstands: Including Kroger, CVS, Walgreens, Barnes & Noble and Carmichael’s Bookstores

Louisville Independent Business Alliance
The Kentucky Center Supporters
Louisville Public Media Supporters
Young Professionals Association of Louisville
National Association of Women Business Owners
Kentucky Restaurant Association
Greater Louisville Medical Society
Louisville Dental Society

- **Highest Quality** – Louisville Magazine’s reproduction, editorial and design standards are the highest of any print publication in the metropolitan area.

- **Credibility** – Louisville Magazine is an award-winning publication that has been covering Louisville’s people, politics and culture since 1950. Its diverse articles and captivating photography highlight Louisville’s most intriguing people, art, entertainment and dining. It is a trusted source for accurate, incisive and lively reporting and writing. Awards include being a finalist for general excellence in the City & Regional Magazine Association Awards and winning first place for Special Publication for our Derby issue in 2015. We have received an unprecedented 78 Metro Journalism Awards in the past five years, more than all other local non-daily publications combined.

- **Staying Power** – Louisville Magazine is a publication that doesn’t get recycled the same day it is delivered. Published monthly, it stays on bedside tables, coffee tables and in business reception areas for weeks and months.
Readers ages 25-64

61%

Female 60%

Male 40%

Married 67%

Children at Home 44%

Average Household Income $85,100

Homeowners 80%

Average Home Value $240,100

Attended College 85%

Post Grad Study 26%


*Source: Media Audit, 2016
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<th>Special Publications</th>
<th>Events</th>
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<tr>
<td>January</td>
<td>Live Well <em>(Health, Wellness, Aesthetics)</em></td>
<td>Spring/Summer Louisville Bride</td>
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<td>March</td>
<td>Good Counsel, Kids’ Summer Guide: Camps, Activities &amp; Classes, Building a Strong West End</td>
<td>Fit Louisville</td>
<td>Masquerade</td>
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<td>April</td>
<td>Best Bets, Fashion Statements, Milliners Row</td>
<td>Derby Issue Release Party</td>
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<tr>
<td>May</td>
<td>Destinations <em>(travel)</em>, Home Trends, PowerHOUSE Professionals, Distinctive Properties</td>
<td>College Guide</td>
<td></td>
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<td>June</td>
<td>Neighborhood Pages, Summer Fun!</td>
<td>Louisville SWIG</td>
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<td>July</td>
<td>Best of Louisville Hall of Fame</td>
<td>Fall/Winter Louisville Bride</td>
<td>Best of Louisville</td>
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<td>August</td>
<td>Live Well, Retirement Living, Doctors &amp; Dentists to Know, Top Docs Hall of Fame, Money</td>
<td>Top Doctors Reception</td>
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<td>September</td>
<td>Fashion Statements, Arts Preview, Destinations <em>(travel)</em>, Vets &amp; Pets, Fall Into Fun</td>
<td>Doctors’ Ball, Louisville Eats</td>
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<tr>
<td>October</td>
<td>Faces of Greater Louisville</td>
<td>Breast Health Handbook</td>
<td></td>
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<td>December</td>
<td>Holiday Gift Guide</td>
<td>Louisville SWIG</td>
<td>Louisville Swig Affair</td>
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</tbody>
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*Ad Planning Calendar does not reflect all editorial content. Magazine covers may not reflect all editorial features listed above.*

*Editorial content and special advertising sections are subject to change – please call for updated information.*

*For more information on advertising and event sponsorship opportunities, please contact your Account Executive at Louisville Magazine.*
# Rates

### 4-Color Process

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### Black and White

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<td>900</td>
<td>1015</td>
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<td>465</td>
<td>515</td>
<td>555</td>
<td>645</td>
<td>690</td>
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<td>1/12 Page</td>
<td>370</td>
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### Covers

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<td>4805</td>
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<td>Back</td>
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<td>4155</td>
<td>4575</td>
<td>5140</td>
<td>5480</td>
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# Discounts

- **Two-page spreads**: Two-page spreads are available at a 10% discount.
- **Frequency Discounts**: Advertising must run within one year of the first insertion to earn a frequency discount.
- **Non-Profit Discount**: Nonprofit organizations are eligible for a 10% discount.
- **Charitable Organization Discount**: Charitable organizations are eligible for the 12x rate.
- **Pre-Pay Discount**: Any prepayment for an advertisement received by that advertisement’s press-ready deadline is eligible for a 3% discount.
- **Supplement Discounts**: Magazine advertisers on a frequency contract may be eligible for the following discounts on ads in Louisville Magazine supplements:
  - 4X magazine advertisers receive a 5% discount
  - 6X magazine advertisers receive a 10% discount
  - 9X magazine advertisers receive a 13% discount
  - 12X magazine advertisers receive a 16% discount

# Other

- **Louisville.com**: Online advertising rates and package discounts available on request.
- **Custom Publishing**: Let us quote your next publication. Turnkey services include editing, design, layout, printing & distribution.
- **Inserts**: Call for custom quote.
- **Sponsorships and Event Marketing**: We are involved with numerous community area events. Please call for details.
- **Marketplace (Classified Advertising)**: Display rates from $63 to $75 per column inch. Business Card rates from $210 to $250. Rates are based in frequency achieved over 12 months.

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### Premium Positions

- Back Cover: SOLD
- Inside Front Cover: AVAILABLE
- Inside Back Cover: AVAILABLE
- Inside Front Cover Right (Page 1): SOLD
- Opposite Table of Contents: AVAILABLE
- Masthead: AVAILABLE
- Opposite Inter-Office Memo: AVAILABLE

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### All Rates are per insertion and for press-ready materials.

- New advertisers must pay in advance for their first advertising insertion.
- Add 15% for ads produced by Louisville Magazine.
- Add 10% for a bleed ad (except covers).
- Add 15% for guaranteed position (except covers).
AD SIZES

TWO-PAGE SPREAD
Non-bleed 16" x 10"
With Bleed: 18.25" x 11.125"
*Live Area: 16" x 10.5"

NOTE: Please leave a 2" center gutter for all live material.

FULL PAGE
Non-bleed 8" x 10"
With Bleed: 9.125" x 11.125"
*Live Area: 8.5" x 10.5"

2/3 PAGE
Non-bleed 5.125" x 10"
With Bleed: 5.875" x 11.125"

NOTE: Please keep all live material at least 0.25" from all bleed edges.

1/2 PAGE
Vertical 5.25" x 7.375"
Horizontal 8" x 4.875"

1/3 PAGE
Square 5.25" x 4.875"
Vertical 2.5" x 10"

1/6 PAGE
Vertical 2.5" x 4.875"
Horizontal 5.25" x 2.375"

1/12 PAGE 2.5" x 2.375"

* Please keep all printer’s marks outside of the bleed area

TRIM SIZE (9" x 10.875")
The actual physical size of the finished publication.

LIVE AREA (8.5" x 10.5")
The area of the page occupied by the ad’s images and text must be within the boundaries of this area, except images which are intended to ‘bleed’ off the page.

BLEED AREA (9.125" x 11.125")
The .125" area used for ink to ‘bleed’ off the edges of the page so that no white edges occur when the publication is cut to Trim Size. Crop marks must also be offset by .125.”

Ad Submission
FILE REQUIREMENTS:
• PDF files are preferred, although we will accept JPG, EPS, and TIFF file formats.

*Please note, when sending a PDF, make sure any crop, bleed and registration marks are not within the live or bleed area of the ad.

• All files must be 300 dots-per-inch or higher and in CYMK mode.

• Please email all artwork to lflint@loumag.com or adproduction@loumag.com.

General Policies
• The publisher reserves the right to reject any advertisement deemed to be of questionable taste or exaggerated claims.

• The publisher accepts advertisements with the understanding that the advertiser and/or agency is responsible for the contents of the advertisements and absolves the publisher from all claims.

• The word “Advertisement” must appear at the top or bottom of any advertisement that resembles editorial material.

• Advertisers who do not complete contracts within one year of the first contract insertion will be billed at the actual frequency rate earned.

For questions please contact the Advertising Production Coordinator, Lindsay Flint, (502) 625-0100 x 24 or lflint@loumag.com
LOOK BOOK & SWIG SPECS

FULL PAGE:
- 7” x 7.25”
- BLEED: 8.375” x 8.5”
- LIVE AREA: 7.5” x 7.75”

1/2 PAGE:
- VERTICAL: 3.5” x 7.25”
- HORIZONTAL: 7.25” x 3.75”

1/4 PAGE:
- 3.5” x 3.5”

TRIM SIZE: 8.125” x 8.25”
LIVE AREA: 7.5” x 7.75”

SPECIAL AD SECTIONS
(including Liba, Neighborhood and Preschool pages)

SINGLE BLOCK: 1.875” x 4”
DOUBLE BLOCK: 3.875” x 4”
1/2 PAGE (4 BLOCKS): 8” x 4”

HEADER:
SINGLE BLOCK 1.875” x 4”
SINGLE BLOCK 1.875” x 4”
DOUBLE BLOCK 3.875” x 4”
1/2 PAGE (4 BLOCKS) 8” x 4”

FUN GUIDE:

Column by inch sizing.
Column Width: 2.5”
2 Columns: 5.25”
3 columns: 8”

MARKETPLACE/BUSINESS CARD:
3.75” x 2”

For questions please contact the Advertising Production Coordinator, Lindsay Flint, (502) 625-0100 x 24 or lflint@loumag.com
LOUISVILLE BRIDE
Published in July and January, each Louisville Bride is the perfect marriage of photography, professionally written feature stories, local information on planning the big day and highly targeted distribution.
Louisville Bride has highly targeted distribution at all major bridal events.

FIT
This one-of-a-kind comprehensive resource is designed to deliver health, exercise, nutrition and medical information readers can use with ease. Readers will refer back to Fit Louisville again and again.

COLLEGE GUIDE
The College Guide is distributed to ALL public, private and parochial high school juniors in Jefferson, Oldham, Bullitt, Franklin and Shelby counties in Kentucky and Floyd, Clark, Harrison, Scott and Crawford counties in Indiana. The guide is the only one of its kind containing comprehensive information for over 100 regional colleges.

EATS
The definitive guide to eating well in Louisville. Eats contains valuable info for those who love to cook, entertain and dine out. It features both a comprehensive local resaurant guide and the popular menu section.
Eats is distributed at all major tasting events

HOLIDAY LOOK BOOK
The Holiday Look Book is a visually stunning catalog piece. The Look Book is the perfect place for all businesses to feature gift ideas.

SWIG
Swig’s ingredients: the places, people and pours that make Louisville such an amazing drinking town, with the beautiful photography and fun stories you’ve come to expect from Louisville Magazine. We’re talking recipes, trends, advice from booze experts and where to buy supplies for your home bar.
Swig is distributed at all major drinking festivals.
Signature Events

BEST OF LOUISVILLE®

JULY 2018
The original Best of Louisville® Awards party
Louisville Magazine created the city’s first reader-voted awards 33 years ago to recognize the people and companies who make Louisville a great city. So here’s to the best of us!

TOP SURGEONS & DENTISTS RECEPTION
AUGUST 2018
Celebrating Louisville’s Top Surgeons

LOUISVILLE SWIG

DECEMBER 2018
Prohibition Repeal Party
A food and drink tasting affair, because a little party never killed nobody.

Sponsorships available for all events.
Louisville, Kentucky has an identity crisis. Northern or Southern? Urban or country? Sophisticated or self-deprecating?
Answer: All of the above. Louisville.com reflects that. Attracting local readers and folks from outside River City, we go beyond the headlines to bring the award-winning editorial voice of Louisville Magazine to the exciting world of digital journalism. Whether you’re looking for in-depth stories about life in Louisville, the latest in the food and arts scenes or simply where to go for a beer this weekend, Louisville.com has you covered.

RUN-OF-SITE
Rotate your ads throughout the entire site, ensuring full-market reach and maximum exposure.

SPONSORED CONTENT
Take your place among the ranks of our local experts by providing engaging, customized editorial content.

SOCIAL MEDIA
Reach Louisville.com’s 30,000+ social media subscribers through a customized advertising strategy.

E-MARKETING
Savvy Louisvillians are increasingly turning to us for updates about goings-on around town.

DEMOGRAPHICS

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<table>
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<td>$50-$75K</td>
<td>24%</td>
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<table>
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<table>
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*Source: Media Audit, 2016 Louisville Market Study

TRAFFIC
Louisville.com derives more than 20% of its traffic intuitively — that is, independent of search engines. Why? With our name, we’re the logical first choice for anyone seeking information about Louisville.

2017 Average Monthly Traffic
- Monthly Page Views: 188,782
- Monthly Visits: 106,160
- Unique Visits: 81,829

2017 Total: 2.2M+ Page Views | 1.8M+ Unique Views

FACEBOOK LIKES
10K+

INSTAGRAM FOLLOWERS
17.5K+

TWITTER FOLLOWERS
30.8K+
RUN-OF-SITE DISPLAY ADS
Run-of-site display ads $650 per month which include:

- **Leaderboard - 728 x 90 pixels**
- **Elevator - 300 x 600 pixels**
  (Prominent placement & eye-catching movement)
- **Billboard - 300 x 250 pixels**
- **Mobile phone - 320 x 50 pixels**
  (When a smartphone user is viewing the site, the mobile ad appears at the bottom of the screen and stays in a fixed position.)

All ads will rotate simultaneously for maximum exposure!
Guarantee of 25,000 impressions per month.

Event-oriented ads may be purchased on a weekly basis.

- **Leaderboard - $200**
- **Elevator - $350**

Non-profits receive 25% discount.

All display advertisements must conform to Internet Advertising Bureau standards.

SPONSORED CONTENT

**Sponsored Content - $500**
(includes two Facebook posts and two tweets)

Advertiser submits article with a recommended count of 300-500 words. Photo may be included.

Louisville.com accepts advertiser-sponsored content for promotional purposes. Only sponsored content that we deem relevant to the Louisville.com community will be considered. Content will be labeled “Sponsored” and is posted on the home page and in the appropriate site section.

Sponsored content will appear on the Home Page as a sub-feature for at least one day and on the section page as a sub-feature for three days.

It will then rotate chronologically on both home and section pages.

Sponsored content will remain on the site indefinitely.

SOCIAL MEDIA

Expand your market reach through a customized social media marketing strategy. **Advertise across three social media platforms for maximum exposure!** Talk to your rep about what campaign frequency and duration best suits your businesses needs.

Facebook $100/post • Twitter $75/tweet

Facebook 10K+ likes
Instagram 17.5K+ followers
Twitter 30.8K+ followers
E-MARKETING

Put your message directly into the inbox of our opt-in subscribers via one of our popular newsletters:

**THE WEEKENDER**
Entertainment-oriented newsletter featuring select events for the upcoming weekend.
Weekly on Thursdays | Distributed to 9K

*Weekender Featured Events*
Get your event the attention it deserves by making it a Featured Event.
Includes photo + 200 word description.
**$300 for top spot, $250 for 2nd spot, and $200 for 3rd spot**

*Weekender Display Ads (728x250 pixels)*
Direct access to Louisville’s inboxes with high-visibility ad placement.
**$200 per banner**

*Weekender Display Ad Takeover*
All four high-visibility ad placements.
**$500 for takeover**

**THE PLAYLIST**
Live music newsletter, featuring this week’s upcoming concerts and music events, plus concert photo galleries and other music-related content.
Weekly on Tuesdays | Distributed to 7K+

*The Playlist Sponsorship*
High-visibility ad placement at the top. **$450 per month***

*The Playlist Feature - $300 per week*
Your event guaranteed a place as one of the Top Picks for the week. Includes photo and description.
* includes placement on weekly e-blast for 4 weeks of your choice.

**LOUISVILLE MAGAZINE NEWSLETTER**
Features exclusive digital access to select stories from each issue plus the occasional online-exclusive story not in print.
Monthly, during first half of the month | Distributed to 15K
The monthly newsletter features three ad spots (1000x300 pixels) - **$400 per ad spot**

**DEDICATED EMAIL**- **$1200 per e-blast**
Your custom message directly to 15K.
Limited Availability
Your Local Marketing Partner

Leverage Louisville Magazine’s regional reach to promote your event and boost ticket sales. Unlock exposure to our audience of readers through opportunities including:

- Editorial content in our magazines
- Web, email and event calendar promotion
- Social media support
- Discounted ad space in Louisville Magazine

Sophisticated. Intuitive. Easy-to-use.

- Customers experience smooth, convenient ticket purchasing
- Responsive design allows buyers to purchase from any device
- Mobile app for simple check-in and at-door payment processing
- Cloud based system offers real-time access to sales information
- Simple interface to quickly create events, venues and tickets

In-Depth Reporting

- Convenient access to your ticket sales data 24/7
- Understand how customers interact with your events
- Gain insights about your customers and their interest
- Easily export your customer database anytime!

Competitive Pricing. Local Customer Service

- No cost to partner with us
- Merchant rate of less that 2%
- Customers pay the ticket fee
- Get paid daily or at the of the event

Work with the team you trust, who knows and cares about your organization, your events and the success of the greater Louisville area.

FOR INFO CONTACT: tickets@loumag.com or (502) 625-0100 x 35