

Louisville

2018



2018 MEDIA KIT

LOUISVILLE MAGAZINE IS LOUISVILLE

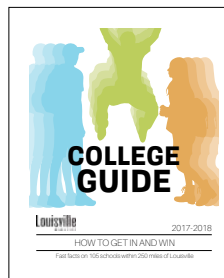
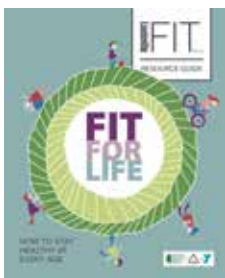


Louisville Magazine is Louisville. It's in our name and everything.

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.



**Original City
Awards**

**Louisville.com
Digital**



Print

Events



Ticketing



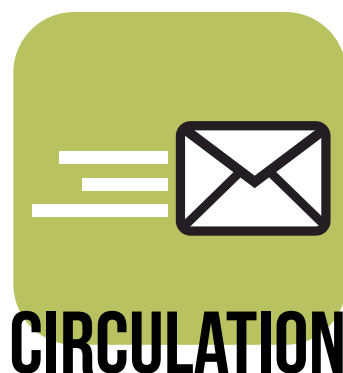
Special Publications



THE NUMBERS



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%

Professional. Educated. Conscientious. Engaged. Social.



JANUARY
Space closes 11/20/17
Materials due 11/27/17

Editorial Content Includes:
LOUISVILLE 2018

Special Advertising Sections
• **Live Well** (*Health, Wellness, Aesthetics*)

Special Publications
• Spring/Summer Louisville Bride

Events

FEBRUARY
Space closes 12/22/17
Materials due 1/5/18

BOURBON

• **Money**
• **Standout Women**

Masquerade

MARCH
Space closes 1/18/18
Materials due 1/25/18

WEST LOUISVILLE
Plus Legal Challenges

• **Good Counsel**
• **Kids' Summer Guide:** *Camps, Activities & Classes*
• **Building a Strong West End**

• Fit Louisville

APRIL
Space closes 2/16/18
Materials due 2/23/18

KENTUCKY DERBY

• **Best Bets**
• **Fashion Statements**
• **Milliners Row**

Derby Issue
Release Party

MAY
Space closes 3/20/18
Materials due 3/27/18

HOME
Plus New Restaurants

• **Destinations** (*travel*)
• **Home Trends**
• **PowerHOUSE Professionals**
• **Distinctive Properties**

• College Guide

JUNE
Space closes 4/19/18
Materials due 4/26/18

CITY GUIDE

• **Neighborhood Pages**
• **Summer Fun!**

• Louisville SWIG

JULY
Space closes 5/18/18
Materials due 5/25/18

BEST OF LOUISVILLE

• **Best of Louisville Hall of Fame**

• Fall/Winter Louisville Bride

Best of Louisville

AUGUST
Space closes 6/20/18
Materials due 6/27/18

TOP SURGEONS/ TOP DENTISTS

• **Live Well**
• **Retirement Living**
• **Doctors & Dentists to Know**
• **Top Docs Hall of Fame**
• **Money**

Top Doctors Reception

SEPTEMBER
Space closes 7/19/18
Materials due 7/26/18

ANIMALS

• **Fashion Statements**
• **Arts Preview**
• **Destinations** (*travel*)
• **Vets & Pets**
• **Fall Into Fun**

• **Doctors' Ball**
• **Louisville Eats**

OCTOBER
Space closes 8/17/18
Materials due 8/24/18

POWERFUL PEOPLE

• **Faces of Greater Louisville**

• Breast Health Handbook

NOVEMBER
Space closes 9/18/18
Materials due 9/25/18

SCHOOL & COLLEGE GUIDE

• **Kids' Resource Guide**
• **Preschool Guide**

• Holiday Look Book

DECEMBER
Space closes 10/19/18
Materials due 10/26/18

WE LOVE LOUISVILLE

• **Holiday Gift Guide**

• Louisville SWIG

Louisville Swig Affair

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.

Louisville Magazine | 137 W. Muhammad Ali Blvd., Suite 101, Louisville, KY 40202 | (502) 625-0100 | advertising@loumag.com

137 W. MUHAMMAD ALI BLVD., SUITE 101

LOUISVILLE, KENTUCKY 40202

PHONE: 502.625.0100 • FAX: 502.625.0107

EMAIL: ADVERTISING INFORMATION: advertising@loumag.com

ELECTRONIC AD SUBMISSION: adproduction@loumag.com

WEB: www.louisville.com

ADVERTISING DIRECTOR: STACEY GRIFFIN HALLAHAN

PUBLISHER: DAN CRUTCHER

132,000+ READERS

RATES

4-COLOR PROCESS	12X	9X	6X	4X	1-3X
Full Page	2650	2950	3260	3630	3975
2/3 Page	2075	2315	2540	2780	3050
1/2 Page	1595	1830	1975	2190	2370
1/3 Page	1140	1250	1355	1500	1650
1/6 Page	605	680	745	795	880
1/12 Page	430	470	510	545	595

BLACK AND WHITE	12X	9X	6X	4X	1-3X
Full Page	1920	2145	2370	2610	2895
2/3 Page	1495	1665	1845	2075	2225
1/2 Page	1170	1310	1430	1570	1710
1/3 Page	795	900	1015	1090	1205
1/6 Page	465	515	555	645	690
1/12 Page	370	395	420	465	530

COVERS	12X	9X	6X	4X	1-3X
Inside Front	3650	4030	4405	4910	5375
Inside Back	3295	3625	3955	4390	4805
Back	3745	4155	4575	5140	5480

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).

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

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.

PAGE BLEED SIZE:
9.125" X 11.125"

PAGE TRIM SIZE:
9" x 10.875"

LIVE AREA:
8.5" x 10.5"

AD SIZES

		WIDTH		HEIGHT
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"
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- 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:

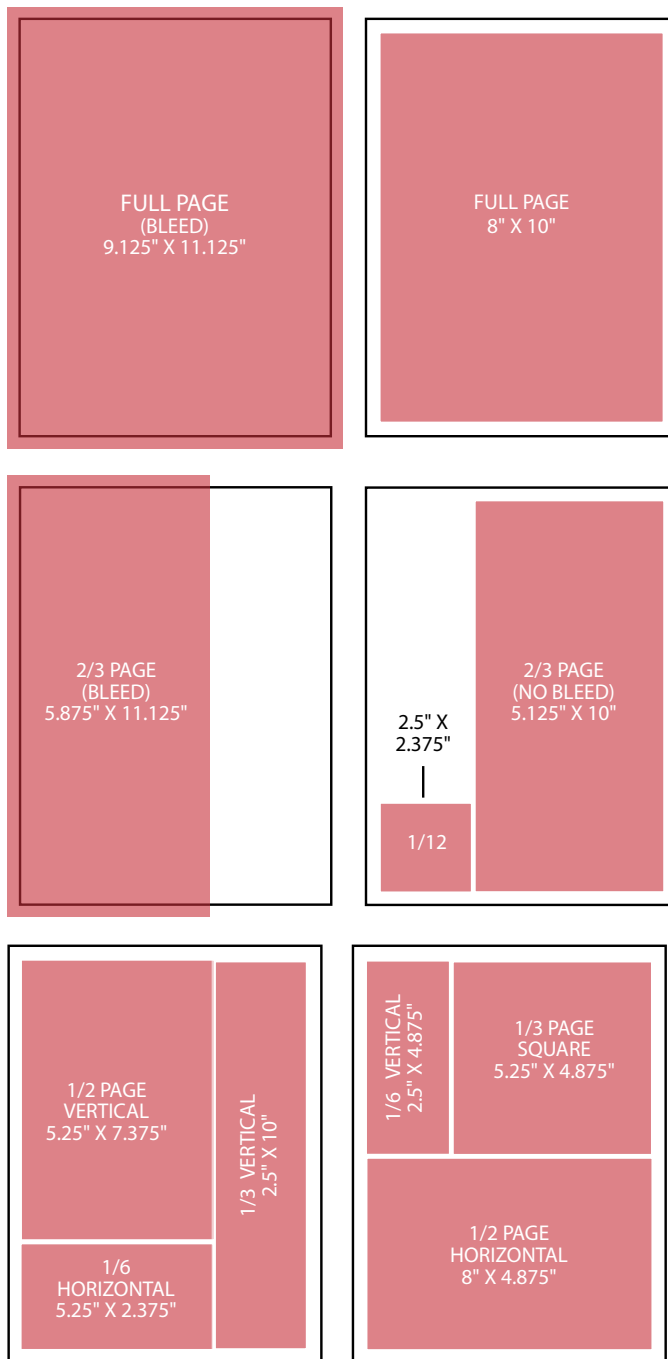
- PDF files are **preferred**, although we will accept JPG, EPS, and TIFF file formats.

*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.



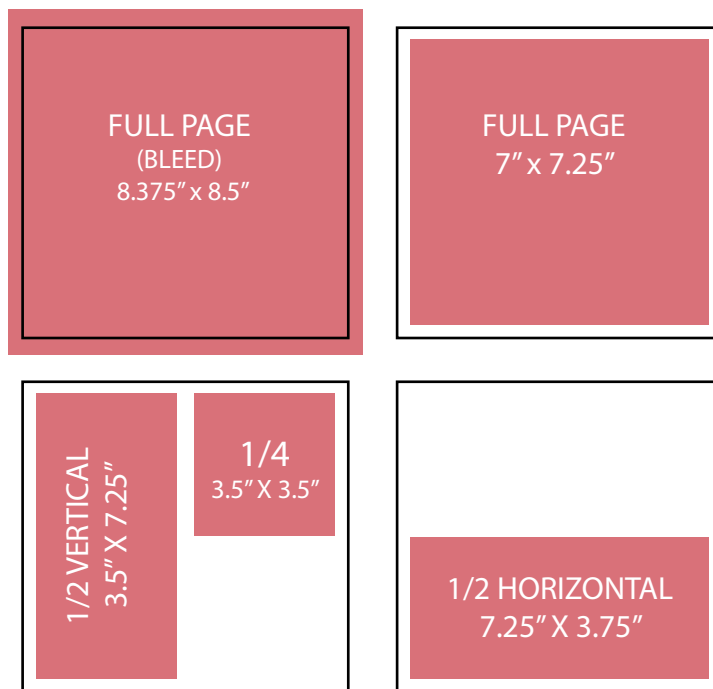
LOOK BOOK & SWIG SPECS

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



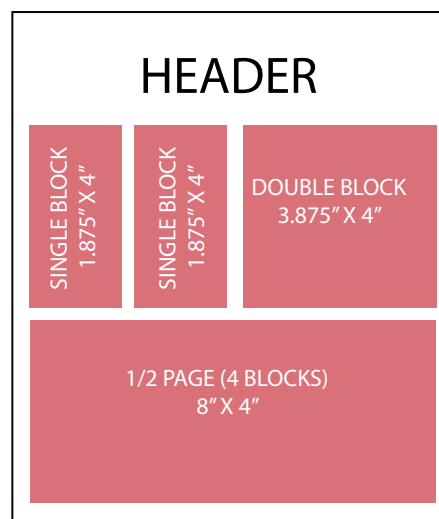
SPECIAL AD SECTIONS

(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"



FUN GUIDE:

Column by inch sizing.

Column Width: 2.5"

2 Columns: 5.25"

3 columns: 8"

MARKETPLACE/BUSINESS CARD:

3.75" x 2"



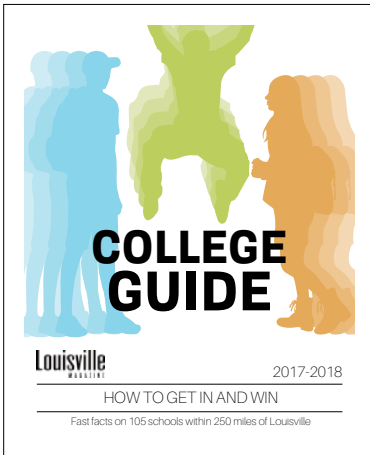
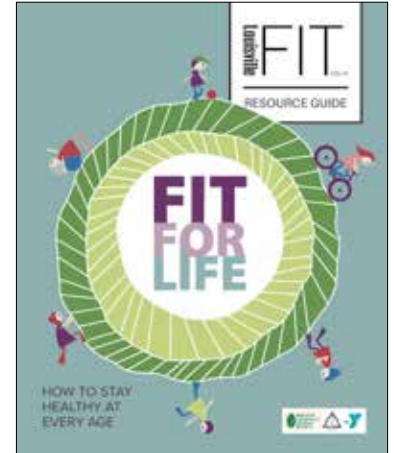
LOUISVILLE BRIDE

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 restaurant 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.



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!



LOUISVILLE SWIG

DECEMBER 2018

Prohibition Repeal Party

A food and drink tasting affair, because a little party never killed nobody.



TOP SURGEONS & DENTISTS RECEPTION

AUGUST 2018

Celebrating Louisville's Top Surgeons



MASQUERADE

FEBRUARY 2019

Masquerade



Sponsorships available for all events.

Louisville MAGAZINE

SUBSCRIBE

NEWSLETTERS



NEWS

LOULIFE

MUSIC

BIT TO DO

EAT & SWIG

CALENDAR

LOULISTS

MAGAZINE

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

Education

HS Grad	25%
Some College	17%
College Degree	35%
Adv. Degree	19%

Income

<\$25K	7%
\$25-\$35K	5%
\$35-\$50K	34%
\$50-\$75K	24%
\$75K+	30%

Gender

Male	— 42%
Female	— 58%

Age

18-24	14.2%
25-34	24.9%
35-44	21.8%
45-54	18.0%
55-64	13.9%
65+	7.2%

**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



10K+

FACEBOOK LIKES



17.5K+

INSTAGRAM FOLLOWERS



30.8K+

TWITTER FOLLOWERS

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!

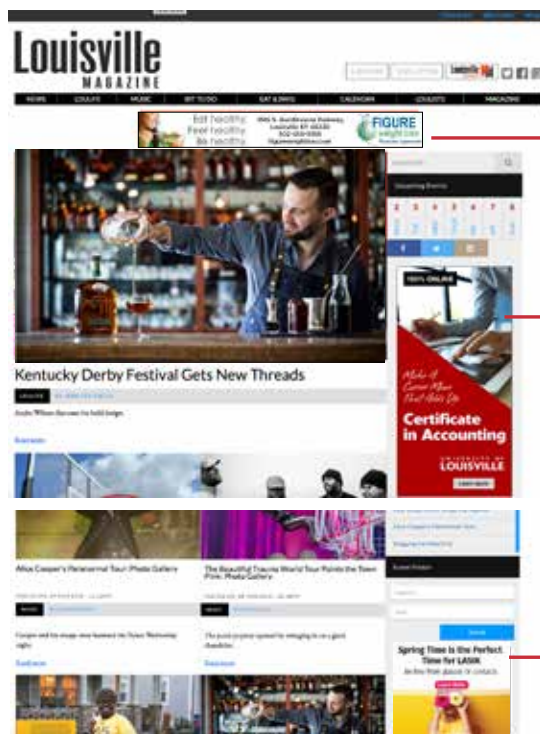
Guarantee of 25,000 impressions per month.

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.



**Leaderboard
728x90**

**Elevator
300x600**

**Billboard
300x250**

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



10K+

FACEBOOK LIKES



17.5K+

INSTAGRAM FOLLOWERS



30.8K+

TWITTER 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.

LOUISVILE 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

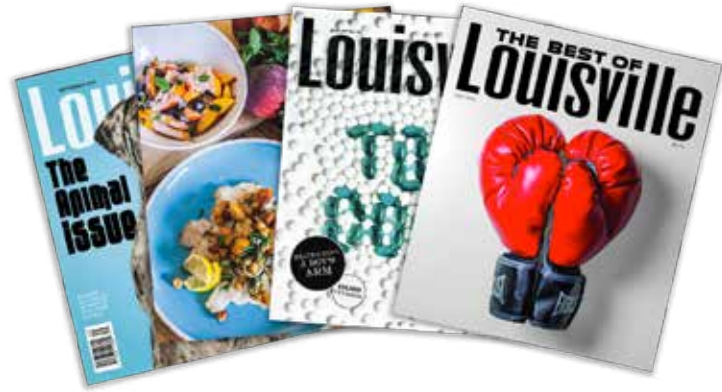


ALL TICKETS. ONE PLACE.

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 than 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

Louisville

MAGAZINE

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Louisville, Kentucky 40202

502.625.0100 • FAX 502.625.0107

louisville.com

For more information about advertising call 625-0100 x 32 or email advertising@loumag.com