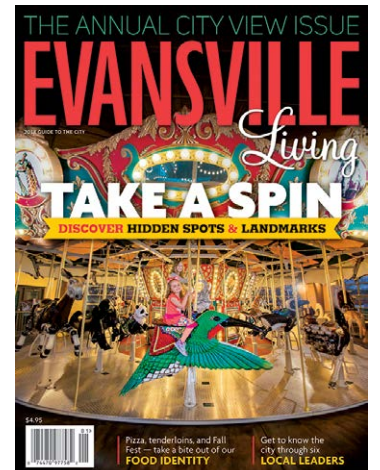
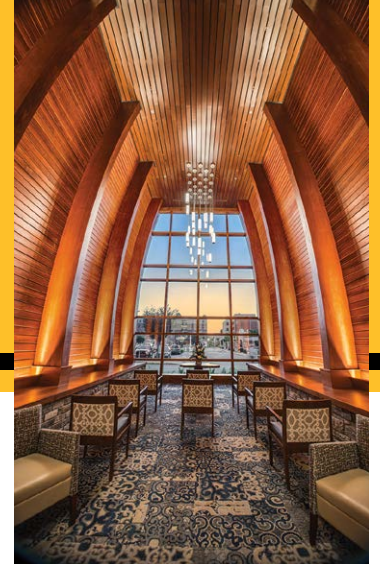


CHOOSE LOCAL #READLOCAL



# 2019 MEDIA KIT

Your local partner for expanding reach and brand loyalty



## TUCKER PUBLISHING GROUP KNOWS EVANSVILLE

We've been the city's magazines since 2000. We've won dozens of national and state awards for excellence in writing, design, and community involvement. Our readers spend money to spend time with us, and we reward them for that commitment with top-notch storytelling and stunning photography.

A locally owned and operated company, we have built an audience that looks to us for information about where to eat, shop, and live. Through our dynamic fleet of products, we reveal the best in local culture, dining, home, health, and much more. We connect readers, online followers, and event attendees with Evansville.

## MORE THAN 50,000 PEOPLE READ OUR MAGAZINE EVERY MONTH

The Circulation Verification Council (CVC) provides an independent and annual audit for *Evansville Living* to ensure all copies are distributed as promoted. *Evansville Living* has a verified circulation of 10,693. With an average pass-along rate of five (city and regional magazines boast among the highest pass-along rates of all magazines).



### READER PROFILE

#### AGE AND GENDER

AGE 25-54

65%

AGE 55+

35%

FEMALE

66%

MALE

34%

#### OUR READERS ARE WELL-EDUCATED

76%

Have attended college (Market is 45%)

58%

Have a college degree (Market is 14%)

16%

Have a post-graduate degree (Market is 7%)

#### OUR READERS ARE AFFLUENT (HHI)

25%

\$75,000-\$100,000 (Market is 1%)

31%

\$100,000-\$150,000 (Market is 11%)

21%

Greater than \$150,000 (Market is 6%)

#### OUR READERS ARE DEVOTED

96%

Read four of the last four issues

89%

Pass it along to additional readers

65%

Purchase products seen in magazine

### WHAT OUR ADVERTISERS SAY

"Based on the demographic research we have received, *Evansville Living's* subscriber base has long been the ideal targeted audience for our product advertisement. We are very pleased with the ROI on the ads we have placed over the years, and plan to continue our relationship with the publication."

— MARK A. GOAD, BRANCH MANAGER,  
PELLA WINDOWS & DOORS

"For us at Give a Dog a Bone, *Evansville Living* is a perfect fit for promoting our unique pet goods and educating the community about dog and cat nutrition. Being a small business, it's important for us to partner with like-minded people who care about shopping local and supporting the community. It's been a pleasure working with them."

— LIZ & QUINCY ZIKMUND, GIVE A DOG A BONE

# EVANSVILLE *Living*



BUY LOCAL #READLOCAL

**Evansville Living** is the leading voice of Evansville's culture and lifestyle, delivering vibrant content on the latest in home, health, dining, entertainment, and cultural trends. As member of the City & Regional Magazine Association, we adhere to the highest standards of editorial integrity.

**Evansville Living City View** is an annual publication highlighting Evansville and is on the the newsstand for the entire year. With a 30-percent higher distribution rate, it is utilized by hotels, corporations, universities, hospitals, and other organizations to introduce our community in an attractive and informative way. It includes a comprehensive guide of nonprofit and charitable events for the entire year.



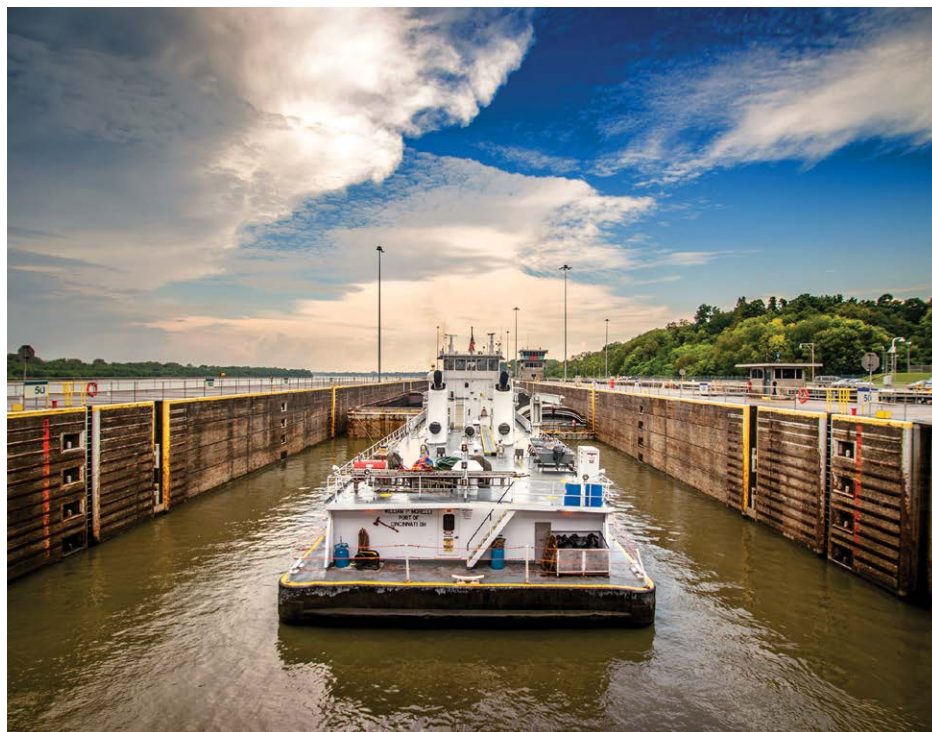
## 2019 EDITORIAL AND SPECIAL AD SECTIONS

ISSUE DATE	EDITORIAL FOCUS	SPECIAL AD SECTIONS	AD SPACE CLOSE	MATERIALS DUE
<b>January/February</b>	Moments in History	A Better You in 2019   Healthy Living   Wedding Book	<b>Fri., Nov. 30, 2018</b>	<b>Wed., Dec. 5, 2018</b>
<b>March/April</b>	Prized Pets	Pet Pros   Summer Travel Guide   Local Learning and Education	<b>Wed., Feb. 6, 2019</b>	<b>Fri., Feb. 8, 2019</b>
<b>May/June</b>	Most Beautiful Homes	At Home   Faces of Evansville   Newburgh Wine Festival	<b>Fri., Apr. 5, 2019</b>	<b>Wed., Apr. 10, 2019</b>
<b>July/August</b>	Best Burgers	Dine   Bars and Nightlife   Dentist Profiles	<b>Fri., May 31, 2019</b>	<b>Wed., Jun. 5, 2019</b>
<b>September/October</b>	Best of Evansville	Best of Evansville Hall of Fame   Automotive Preview	<b>Fri., Aug. 2, 2019</b>	<b>Wed., Aug. 7, 2019</b>
<b>November/December</b>	Top Doctors	Holiday Gift Guide   Doctor Profiles	<b>Fri., Oct. 4, 2019</b>	<b>Wed., Oct. 9, 2019</b>
<b>2019 City View</b>	What's New in Evansville	Area Attractions	<b>Fri., Jan. 4, 2019</b>	<b>Wed., Jan. 9, 2019</b>

(All editorial and special advertising sections are subject to change.)



**Evansville Business** delivers engaging and informative editorial about our thriving local economy and business professionals. In-depth profiles on companies and business leaders who are shaping local economic decisions are featured in each issue. It is the Tri-State's first magazine solely dedicated to business.



### 2019 EDITORIAL AND SPECIAL AD SECTIONS

ISSUE DATE	EDITORIAL FOCUS	SPECIAL AD SECTIONS	AD SPACE CLOSE	MATERIALS DUE
<b>February/March</b>	The New Downtown	Commercial Construction and Real Estate Development	<b>Fri., Jan. 11, 2019</b>	<b>Wed., Jan. 16, 2018</b>
<b>April/May</b>	The Future Issue Plastics Valley	Next Generation of Leaders   Technology   Banking	<b>Fri., Mar. 8, 2019</b>	<b>Wed., Mar. 13, 2019</b>
<b>June/July</b>	Top Lawyers	Lawyer Profiles   Environmental Stewards	<b>Fri., May 3, 2019</b>	<b>Wed., May 8, 2019</b>
<b>August/September</b>	Women at Work	Leading Women in Business   Meeting and Event Planning	<b>Fri., Jun. 28, 2019</b>	<b>Wed., Jul. 3, 2019</b>
<b>October/November</b>	Community of Giving	Evansville Gives   Financial and Insurance Planning	<b>Fri., Aug. 30, 2019</b>	<b>Wed., Sept. 4, 2019</b>
<b>December/January</b>	Growing Evansville	Family-Owned Business   Most Influential Evansvillians	<b>Fri., Nov. 1, 2019</b>	<b>Wed., Nov. 6, 2019</b>

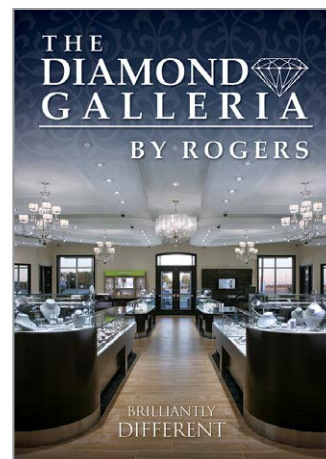
(All editorial and special advertising sections are subject to change.)

## ADDITIONAL OPPORTUNITIES

### CUSTOM PUBLISHING

## BRAND LOCAL #READLOCAL

**Tucker Publishing Group's Custom Division** can assist your organization with many facets of promotional planning including print design, logo development, advertisements, brochures, annual reports, posters, direct mail pieces, or complete advertising campaigns. Many custom pieces can be bound into or mailed along with our publications. Call your account executive for a custom quote.



### DIGITAL AND SOCIAL MEDIA

## ENGAGE LOCAL #READLOCAL

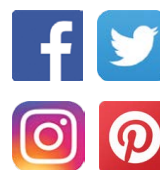
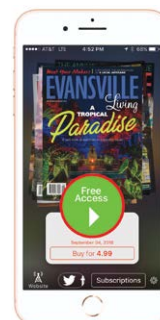
**Evansvilleliving.com** offers banner ads, premium listings, and sponsored posts to help drive traffic to your site. Extend your reach to a new audience beyond the readers of our print magazines and enhance your online presence.

**Our social media platforms** are well-followed in the area, with high-ranking, popular accounts on Facebook, Twitter, Instagram, and Pinterest.

**Short Cuts** weekly e-newsletter is the inside guide to what's top and trending, featuring connections to our stories, current happenings, and event information. It is emailed to more than 8,500 opt-in subscribers every Thursday in a quick, easy-to-read format.

**The Mobile App** brings the print edition of *Evansville Living* to life to explore on the go. New issues are downloaded bi-monthly for paid subscribers.

Everything we do — every magazine, brochure, event, newsletter, post — is designed to engage our readers.



### OUR DIGITAL PRESENCE

**EVANSVILLELIVING.COM**

**25,000+**

Page views per month

**E-NEWS**

**8,500**

Subscribers

**FACEBOOK**

**13,740**

Followers

**TWITTER**

**7,100**

Followers

**INSTAGRAM**

**3,100**

Followers

# AD MATERIAL REQUIREMENTS

## TECHNICAL SPECIFICATIONS

**ELECTRONICALLY SUBMITTED ADS:** All client-provided ads must be submitted digitally as high-res PDF files only.

**FILE REQUIREMENTS:** All files must be final, color corrected, and 300 DPI, with colors and images in CMYK mode.

**AD SUBMISSION:** PDF files may be emailed to your account executive. Larger files (more than 10MB) may be submitted via Dropbox or We Transfer. For support with uploading your ad, please call 812-426-2115.

## CREATIVE SERVICES AND PHOTOGRAPHY

**AD PRODUCTION:** The talented and experienced designers at Tucker Publishing Group can design and produce your ad. Ad production pricing includes concept, design, and initial and final proofs. After two rounds of revisions, additional work will be billed on an hourly basis at \$75 per hour. Ad changes after the magazine has gone to press will incur significant costs.

**CUSTOM PUBLISHING:** Custom publishing is quoted on a per project basis. For more information, contact your account executive.

**PHOTOGRAPHY:** Our award-winning photographer is available to shoot photos for your ad or custom project. Photos used in TPG publications may be available for purchase online at [photos.evansvilleliving.com](http://photos.evansvilleliving.com).

By advertising with one of our premier brands, you are engaged in the relationship with our audience.

## CONTACT INFORMATION



**TODD TUCKER**  
ttucker@evansvilleliving.com  
812-426-2115 x 303



**JESSICA HOFFMAN**  
jhoffman@evansvilleliving.com  
812-426-2115 x 306



**JENNIFER RHOADES**  
jennifer@evansvilleliving.com  
812-426-2115 x 302



**JEFF FISHER**  
jfisher@evansvilleliving.com  
812-426-2115



Publishers of real live local magazines.  
**#READLOCAL**

**EVANSVILLE**  
*Living*  
**Business**

## EVANSVILLE LIVING AND EVANSVILLE BUSINESS BOOK TRIM SIZE: 8.125" X 10.875"

**2-PAGE SPREAD  
(BLEED)**  
16.5" X 11.125"

LEAVE 1" GUTTER IN CENTER  
AND .375" INSIDE THE TRIM  
SIZE EDGES FOR ALL LIVE  
MATERIAL

**FULL PAGE  
(BLEED)**  
8.375" X 11.125"

LEAVE .375" INSIDE THE  
TRIM SIZE EDGES FOR ALL  
LIVE MATERIAL

**FULL PAGE  
(NO BLEED)**  
7.125" X 9.875"

**1/4  
VERTICAL**  
3.5" X 4.875"

**1/2 HORIZONTAL**  
7.125" X 4.875"

**1/2 VERTICAL**  
4.7" X 7.475"

**1/6  
VERTICAL**  
2.275" X  
4.875"

**1/6 HORIZONTAL**  
4.7" X 2.275"

**2/3 VERTICAL  
(NO BLEED)**  
4.7" X 9.875"

**1/3  
VERTICAL  
(NO BLEED)**  
2.275" X  
9.875"

**1/3 SQUARE**  
4.7" X 4.875"

### DIGITAL AD SIZES

**FULL BANNER** - 468 X 60 PIXELS • **MEDIUM RECTANGLE (SHORT CUTS)**  
300 X 250 PIXELS • **SMALL RECTANGLE** - 300 X 100 PIXELS

**CALL:** 812-426-2115 | **VISIT:** 223 N.W. Second St., Ste. 200 Evansville, IN 47708 | **ONLINE:** [evansvilleliving.com](http://evansvilleliving.com)