



# 2025 Media Kit

A great city deserves great magazines  
and advertising opportunities.

Reach devoted, affluent, well-educated readers looking  
to purchase advertised products and services.

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PRINT • DIGITAL • CUSTOM PUBLISHING





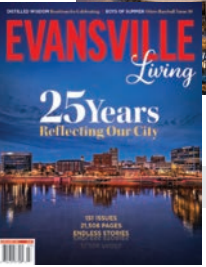

# EVANSVILLE

## Living

New Look!

For a quarter of a century, *Evansville Living* has been the leading voice of Evansville's culture and lifestyle, delivering vibrant content on the latest in entertainment, dining, home and garden, wellness, and all things uniquely Evansville and Southwestern Indiana. As a longtime member of the City & Regional Magazine Association, we adhere to the highest standards of editorial integrity. As an audited publication, you get what you pay for.

ISSUE	EDITORIAL FOCUS	SPECIAL SECTIONS	DEADLINES:	SPACE	MATERIALS
JUL/AUG	Summer Bucket List + Regional Travel Destinations	Dine + Henderson, Kentucky		JUNE 6	JUNE 13
SEP/OCT	Best of Evansville + Arts Season Preview	BOE Gallery + Faces of Evansville + Automotive Guide		AUG 1	AUG 8
NOV/DEC	Be a Good Neighbor + Top Docs	Holiday Gift Guide + Doctor Profiles		OCT 3	OCT 10
(All editorial and special advertising sections are subject to change.)					



### ADVERTISING RATES

CONTRACT RATE	6X	3X	1X	CITY VIEW
Two Page Spread	\$4,340	\$4,930	\$5,550	\$6,250
Full Page	\$3,100	\$3,520	\$3,970	\$4,250
2/3 Page	\$2,490	\$2,820	\$3,190	N/A
1/2 Page	\$1,970	\$2,150	\$2,390	\$2,760
1/3 Page	\$1,320	\$1,420	\$1,610	N/A
1/6 Page	\$680	\$710	\$820	N/A
1/4 Page (Special Advertising Sections)		\$980	\$1,080	\$1,080

### AD SPECS - NEW SIZES

Two Page Spread w/Bleed	17" X 11.125"
Full Page w/Bleed	8.625" X 11.125"
Full Page	7.125" X 9.625"
2/3 Page	4.6875" X 9.625"
1/2 Page	7.125" X 4.75"
1/3 Page Vertical	2.25" X 9.625"
1/3 Page Square	4.6875" X 4.75"
1/4 Page Vertical	3.5" X 4.75"
1/6 Page Horizontal	4.6875" X 2.25"
1/6 Page Vertical	2.25" X 4.75"

# EVANSVILLE

## Business

### Engaging and informative

*Evansville Business*, the city's business authority, delivers engaging and informative coverage 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 region's first magazine solely dedicated to business. Subscribers to *Evansville Living* also receive *Evansville Business*, which increases the visibility of your message.

ISSUE	EDITORIAL FOCUS	SPECIAL SECTIONS	DEADLINES:	SPACE	MATERIALS
JUN/JUL	Beautifying Our City	Financial & Insurance Planning + Logistics		MAY 2	MAY 9
AUG/SEP	Succession Planning	Leading Women in Business + Meeting & Event Planning		JUNE 27	JULY 3
OCT/NOV	Education	Evansville Gives + Next Gen		AUG 29	SEPT 5
DEC/JAN	TBD	Family-Owned Businesses		OCT 31	NOV 7
(All editorial and special advertising sections are subject to change.)					



### ADVERTISING RATES

CONTRACT RATE	6X	3X	1X
Two Page Spread	\$2,740	\$3,260	\$3,800
Full Page	\$2,110	\$2,350	\$2,660
2/3 Page	\$1,720	\$1,880	\$2,140
1/2 Page	\$1,290	\$1,420	\$1,680
1/3 Page	\$ 870	\$1,000	\$1,090
1/6 Page	\$450	\$500	\$540
1/4 Page (Special Advertising Sections)		\$800	\$800

### AD SPECS - NEW SIZES

Two Page Spread w/Bleed	16.5" x 11.125"
Full Page w/Bleed	8.375" x 11.125"
Full Page	7.125" x 9.625"
2/3 Page	4.6875" x 9.625"
1/2 Page	7.125" x 4.75"
1/3 Page Vertical	2.25" x 9.625"
1/3 Page Square	4.6875" X 4.75"
1/4 Page Vertical	3.5" x 4.75"
1/6 Page Horizontal	4.6875" x 2.25"
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START •  
PLANNING  
NOW TO  
SECURE  
YOUR SPACE  
FOR 2026!

ANNUAL  
CONTRACT  
MEETINGS  
START IN  
THE FALL!

## DIGITAL ADVERTISING

EVANSVILLELIVING.COM

25,000+

Page views per month

INSIDER & NAVIGATOR

E-NEWSLETTERS

11,000+

Subscribers

SOCIAL MEDIA



35,000+

Followers

Top Performing Banner Ads  
Average 505 Clicks!



### EVANSVILLELIVING.COM RATES

- Leader Board Banner Ad: \$425 per month
- Sidebar Square Ad: \$300 per month
- Bottom Banner Ad: \$225 per month
- Digital Cube: \$400 - 2 weeks - 6 ads in one!

### E-NEWSLETTER

- Leader Board Banner Ad: \$2,000 for 3 months
- Banner Ad: \$200 per week
- Sponsored Content: \$400 per week

### SPONSORED EMAIL RATES

- Client provides 2-3 images and 100 words: \$600 per week

Please see your account executive for package pricing opportunities.

## CUSTOM PUBLISHING AND MAGAZINE INSERTS

Tucker Publishing Group Inc.'s Custom Publishing 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.



# Readership Profile

## OUR READERS COVER A WIDE DEMOGRAPHIC

AGE 21-54

51%

AGE 55+

49%

FEMALE

62%

MALE

38%

## OUR READERS ARE AFFLUENT

61%

HHI between  
\$100,000-\$124,999  
(Market is 7%)

39%

HHI more than  
\$200,000  
(Market is 3%)

## OUR READERS ARE WELL-EDUCATED

61%

Have graduated college  
(Market is 23%)

## OUR READERS ARE DEVOTED

54%

Keep their magazine  
for one month or more

## OUR READERS ARE SHOPPING

72%

Purchase products  
advertised in our magazines

2024 Publication Audit Report, Circulation Verification Council

## AD MATERIAL REQUIREMENTS

### TECHNICAL SPECIFICATIONS

**Digital-Ready Ads:** All client-provided ads must be submitted digitally as high-res PDF files only.

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

### Ad Submission (*The ad submission process has changed*):

Upload PDF and ad material files through the Customer Portal:

[portal.mirabeltechnologies.com/signup/1995/](https://portal.mirabeltechnologies.com/signup/1995/).

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, Inc. can design and produce your ad. Ad production 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.

**Custom Publishing:** Custom publishing is quoted on a per project basis. For more information on how we can help, contact your account executive.

**Photography:** Our network of award-winning photographers is available to shoot photos for your ad or custom project.

**Photography Rate:** \$140 per hour.

### ADVERTISING INSERTION PAYMENT TERMS

Clients are billed for advertising insertions 30 days before the magazine cover date, via electronic invoice emailed to the contact(s) on the account record. Invoice payments are due net 30. Clients will receive a digital tear sheet and statement before the issue hits the streets. Payment is due net 30 of invoice date. Invoice statements are sent via email:

[accounts@evansvilleliving.com](mailto:accounts@evansvilleliving.com).

**Important:** A 3% convenience fee will be charged on credit card payments.

## CONTACT INFORMATION



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