

MEDIA KIT 2022

A great city deserves a great magazine.



PUBLISHERS OF REAL, LIVE LOCAL MAGAZINES FOR MORE THAN 20 YEARS. #READLOCAL

WE KNOW EVANSVILLE

Tucker Publishing Group, entirely locally owned and operated, has been producing exceptional local content for two decades. We are strongly committed to building the highest quality audience by delivering award-winning articles that tell Evansville's story with authority and style.

Combining the long-term staying power of our national award-winning flagship publications, *Evansville Living* and *Evansville Business*, and the immediacy of a continued fast-growing digital audience, Tucker Publishing Group magazine brands touch our readers' lives everyday.

MORE THAN 50,000 PEOPLE READ OUR MAGAZINE EVERY MONTH

The highly respected 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 readership of more than 50,000 readers each issue, with an average pass-along rate of more than five people per copy (city and regional magazines boast among the highest pass-along rates of all magazines).

WHAT OUR ADVERTISERS ARE SAYING ABOUT US

“We've always found the Tucker Publishing Group team takes a strategic approach, understanding our advertising goals and helping us achieve them by leveraging their platform. They help us get results, which is the most important thing. *Evansville Living* is very well done. We are fortunate to have such a high-quality city magazine.”



Jeff Cox | Owner, Club Pilates and CycleBar

“The Evansville Philharmonic Orchestra has developed a great partnership with Tucker Publishing Group and appreciates the excellence it provides when creating our season brochure. An added benefit in working with the TPG team is the creativity and attention to detail they give, especially with the large amount of information we send to them. By working with Todd and Kristen Tucker, our community receives the EPO season brochure in the *Evansville Living* July/August edition every year. They have saved us countless hours of work in our office, and even more in cost, and allowed us to reach new patrons!”



Chris Harp | Director of Marketing & Special Events, Evansville Philharmonic Orchestra

READERSHIP PROFILE



25-54
59%

55+
41%



FEMALE
63%



MALE
37%

OUR READERS
ARE AFFLUENT
(HHI)



21%
HHI between
\$100,000 - \$124,099
(Market is 7%)

11%
HHI more than
200,000
(Market is 3%)

OUR
READERS
ARE WELL-
EDUCATED



51%
Have graduated college
(Market is 14%)

OUR READERS ARE DEVOTED



62%
Pass it along to
additional readers



67%
Purchase products
seen in magazine



51%
Of readers read the
magazine for local ads

2020 Evansville Living Reader Study, CVC • 2019 Publication Audit Report, CVC





EVANSVILLE

Living

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 a 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.

Evansville Living City View is an annual publication highlighting Evansville and is on newsstands for the entire year. City View is utilized by hotels, corporations, realtors, universities, hospitals, and other organizations to introduce our community to newcomers and visitors.



EVANSVILLE LIVING AND CITY VIEW RATES

CONTRACT RATE	6X	3X	1X	CITY VIEW
Two Page Spread	\$ 4125	\$ 4690	\$ 5285	\$ 5950
Full Page	\$ 2945	\$ 3350	\$ 3775	\$ 4345
2/3 Page	\$ 2370	\$ 2685	\$ 3030	\$ 3480
1/2 Page	\$ 1875	\$ 2040	\$ 2275	\$ 2624
1/3 Page	\$ 1250	\$ 1350	\$ 1525	\$ 1740
1/6 Page	\$ 640	\$ 675	\$ 775	\$ 875
1/4 Page (Special Advertising Sections)	\$ 925	\$ 925	\$ 1025	\$ 1025

2022 EVANSVILLE LIVING PLANNING CALENDAR

ISSUE	EDITORIAL FOCUS	SPECIAL AD SECTIONS	AD SPACE CLOSE	CREATE ADS DUE	PROVIDED ADS DUE
JAN/FEB	Local History	Healthy Living Wedding Book Senior Living	DEC 3	DEC 8	DEC 10
2022 CITY VIEW	What Makes an Evansvillian?	Area Attractions	DEC 23	DEC 29	DEC 31
MAR/APR	A Guide to Area Arts	Summer Travel Guide Local Learning and Education	JAN 28	FEB 2	FEB 4
MAY/JUN	Most Beautiful Homes	At Home	MAR 25	MAR 30	APR 1
JUL/AUG	Grilling Guide	Dine Just For Kids	MAY 20	MAY 25	MAY 27
SEP/OCT	Best of Evansville	Best of Evansville Gallery Drive Automotive Guide Evansville's Authority	JUL 15	AUG 20	AUG 22
NOV/DEC	Home for the Holidays	Holiday Gift Guide Doctor Profiles	SEPT 16	SEPT 21	SEPT 23

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



EVANSVILLE Business

Evansville Business, the city's business authority, 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 region's first magazine solely dedicated to business. Subscribers to *Evansville Living* automatically receive *Evansville Business*, which increases the visibility of your message.



EVANSVILLE BUSINESS RATES

CONTRACT RATE	6X	3X	1X
Two Page Spread	\$ 2600	\$ 3100	\$ 3610
Full Page	\$ 2000	\$ 2230	\$ 2530
2/3 Page	\$ 1630	\$ 1790	\$ 2030
1/2 Page	\$ 1220	\$ 1350	\$ 1520
1/3 Page	\$ 820	\$ 900	\$ 1030
1/6 Page	\$ 420	\$ 470	\$ 510
1/4 Page (Special Advertising Sections)	\$ 760		

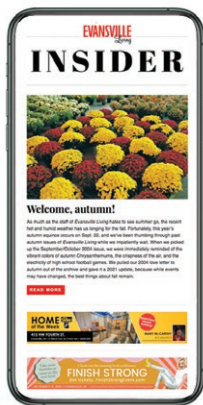
2022 EVANSVILLE BUSINESS PLANNING CALENDAR

ISSUE	EDITORIAL FOCUS	SPECIAL AD SECTIONS	AD SPACE CLOSE	CREATE ADS DUE	PROVIDED ADS DUE
FEB/MAR	Evansville's Changing Skyline	Commercial Construction and Real Estate Development	DEC 23	DEC 29	DEC 31
APR/MAY	Deaconess Aquatics Center	Technology in Business	FEB 18	FEB 23	FEB 25
JUN/JUL	Are We Still Plastics Valley	Environmental Stewards Legal How-To Guide	APR 15	APR 20	APR 22
AUG/SEP	The Business of Education	Leading Women in Business Meeting and Event Planning	JUN 10	JUN 15	JUN 17
OCT/NOV	Made in Evansville	Evansville Gives Financial and Insurance Planning	AUG 5	AUG 10	AUG 12
DEC/JAN	Ready to Retire	Family-Owned Businesses	OCT 7	OCT 12	OCT 14

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

DIGITAL AND SOCIAL MEDIA

Evansvilleliving.com is a vibrant and excellent tool for broadening your reach online. Digital packages are available with banner ads, premium listings, and sponsored posts to help drive additional traffic to your business. Enhance your online presence and extend your reach to a new audience beyond our print magazine readers. Our social media platforms are well-followed, with high-ranking and popular accounts on Facebook, Twitter, and Instagram.



Insider, Tucker Publishing Group's weekly digital newsletter, is readers' personal guide to what's trending in the Tri-State. We offer the inside scoop on local events, current happenings, and entertainment news, as well as food and drink reviews and exclusive digital content you won't find anywhere else. This exclusive content includes several advertising options and is delivered to readers' inboxes in an engaging, easy-to-read format. Reach a new audience on the go with Insider.

OUR DIGITAL PRESENCE

EVANSVILLELIVING.COM

25,000+
Page views per month

INSIDER
E-NEWSLETTER

11,000+
Subscribers



7,300+
Followers



17,000+
Followers



5,000+
Followers

EVANSVILLELIVING.COM RATES

Full Banner (468 x 60 pixels) - \$280 per month

Medium Rectangle (300 x 250 pixels) - \$180 per month

Small Rectangle (300 x 100 pixels) - \$80 per month

E-NEWSETTER AND SOCIAL MEDIA RATES

Banner Ad (600 x 120 pixels) \$90 per week

Sponsored Content - \$250 per week

Sponsored Post: *Evansville Living* Facebook post includes 50-word description, photo, and link.

\$150 per post. Boosted posts \$200 + add'l boost budget

SPONSORED EMAIL RATES

Client 2-3 images and 100 words - \$300 per week

CUSTOM PUBLISHING AND INSERTS

Tucker Publishing Group'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. Call your account executive for a custom quote.



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: 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 additional costs.

Tucker Custom Publishing: Custom publishing is quoted on a per project basis. For more information, contact your account executive.

Photography: Our network of award-winning photographers 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.

CREATIVE SERVICES FEES

Full Page: \$450	1/3 Page: \$190
2/3 Page: \$300	1/4 Page: \$175
1/2 Page: \$225	1/6 Page: \$150
Photography: \$125 per hour	



ADVERTISING INSERTION PAYMENT TERMS

Clients are billed for advertising insertions 30 days before the magazine cover date, via electronic invoice emailed to contact(s) on 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.

CONTACT INFORMATION



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

**TWO-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"

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

1/2 HORIZONTAL
7.125" X 4.875"

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

1/3 SQUARE
4.7" X 4.875"

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

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

1/6 HORIZONTAL
4.7" X 2.275"