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**Louisville**  
MAGAZINE

# Who We Are

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

Our mission is to work toward a city where **everyone is seen, known, and needed.**

**70 YEARS OLD**

**MONTHLY SUBSCRIPTION BASE**

**AWARD-WINNING JOURNALISM,  
PHOTOGRAPHY & DESIGN**

**LOCALLY OWNED. SINCE ALWAYS.**

Also from Louisville Magazine:

## SPECIAL PUBLICATIONS

- Louisville Bride
- Fit Louisville
- College Guide
- SWIG Drink Guide

## ANNUAL EVENTS

- Best of Louisville Celebration
- SWIG Food & Drink Tasting Affair

## FLAGSHIP ISSUES

- Kentucky Derby (April)
- City Guide (May)
- Best of Louisville (June)
- West Louisville (July)
- Top Doctors (August)
- Food & Drink (September)
- School Guide (November)



# Why Louisville Magazine?

## Award-Winning Journalism

**Louisville Magazine** is a trusted source of accurate, incisive, lively reporting and writing. We have been covering Louisville and its culture since 1950 and have been recognized nationally by the City and Regional Magazine Association for general excellence.

## Staying Power

When dailies and weeklies are moved to the recycle bin, **Louisville Magazine** continues to thrive as a valuable source.

## Readership & Circulation

**Louisville Magazine** is subscriber based and can be found on newsstands and at select hotels. Our **20,000 subscribers** pay for direct home delivery. This translates into nearly **80,000 monthly readers\***.

## Effectiveness of Magazine Advertising

- Magazines remain a popular medium
- On average, people spend 20-25 minutes reading magazines
- 90% of US adults say they have read a magazine in the past six months
- 82% of US adults say print ads are the most trusted medium
- Magazine ads command attention and enhance the presentation of your message



\*2017 Media Audit



# 2020 Ad Planning Opportunities

**JANUARY** How to Survive Winter  
• Live Well

**FEBRUARY** Conversations  
• Standout Women  
• Good Counsel

**MARCH** 70<sup>th</sup> Anniversary  
• Classics  
• Camps

**APRIL** Derby  
• Derby  
• Louisville Living  
• Faces of Derby City

**MAY** City Guide  
• Destinations  
• Neighborhoods

**JUNE** Best of Louisville  
• The Best(s) of Louisville  
• Hometown Story  
• Best of Summer

**JULY** West Louisville  
• Building a Strong West Louisville

**AUGUST** Top Surgeons / Top Dentists  
• Meet the Top Docs  
• Dentists to Know  
• Live Well  
• Retirement Life

**SEPTEMBER** Food and Drink  
• Arts  
• Destinations  
• Local Eats  
• Menus  
• Signatures

**OCTOBER** Weird Issue  
• Faces of Greater Louisville  
• Keeping Louisville Weird  
• Breast Health

**NOVEMBER** School Guide  
• Holiday  
• Kids

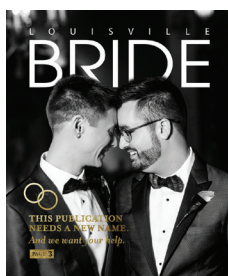
**DECEMBER** Year in Review  
• Holiday  
• Giving

**AD SPACE CLOSES:** 1st of the prior month (due Oct 1st for Nov issue) • **AD MATERIALS DUE:** No later than the 10th of the month prior

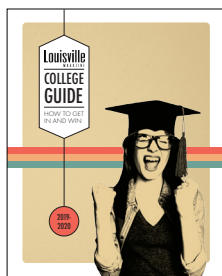
Ad Planning Calendar does not reflect all editorial content. Magazine covers may not reflect all editorial features listed above. Editorial content and special advertising sections are subject to change — please call for updated information.

## Special Publications

Special publications are distributed to subscribers with their monthly issue. They are overprinted for targeted distribution.



**Louisville Bride**  
January & July



**College Guide**  
May



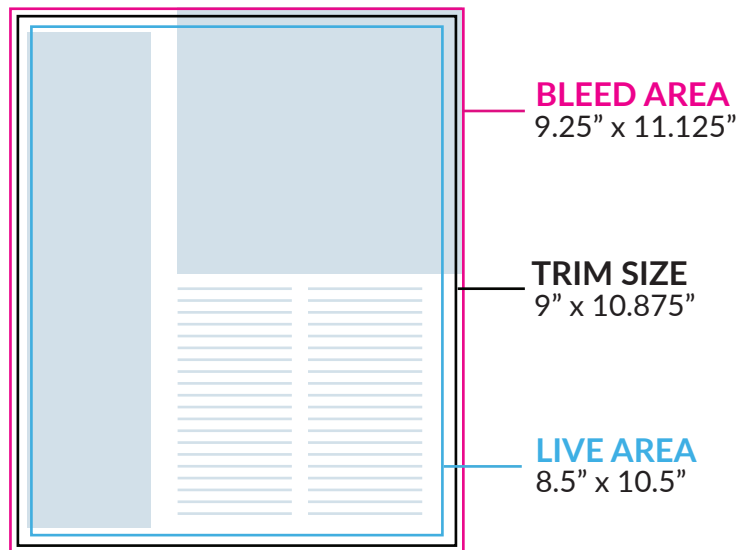
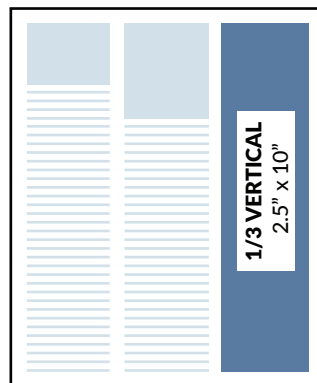
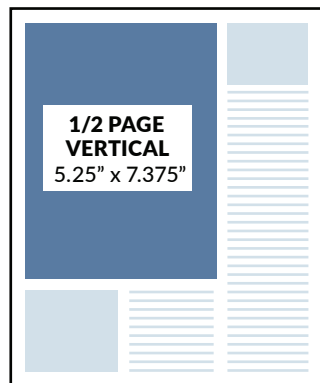
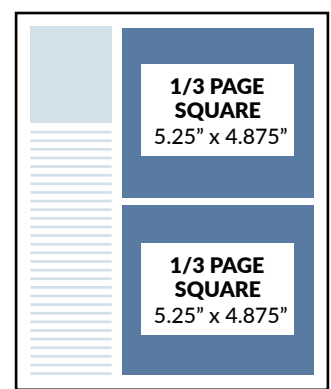
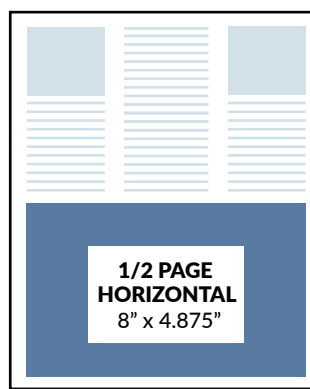
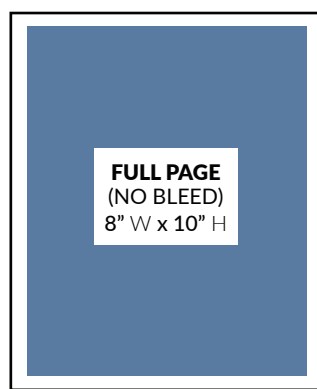
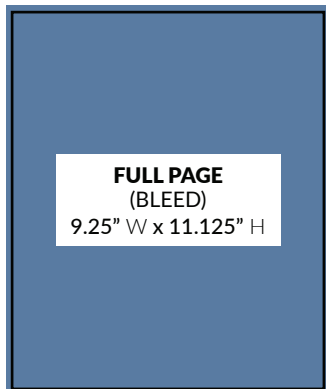
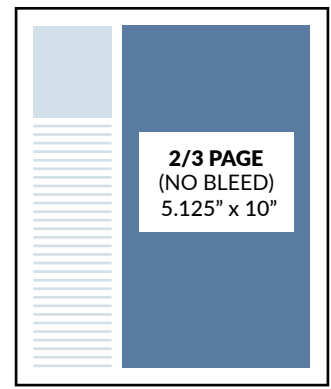
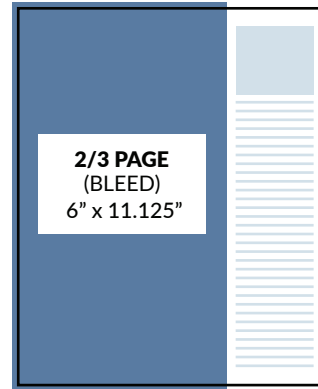
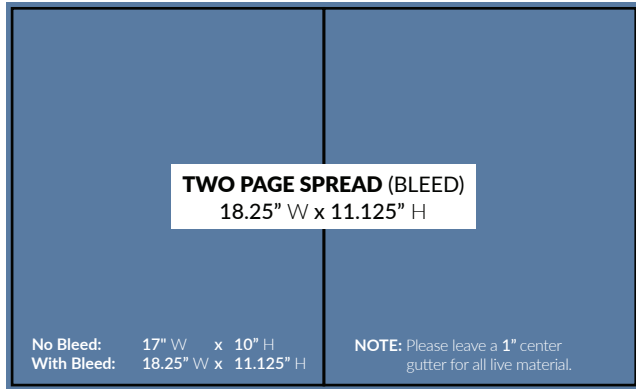
**Fit Louisville**  
February



**Swig Drink Guide**  
June & December



# Ad Spec Sheet



## Ad Submission

### FILE REQUIREMENTS:

- PDF files are **strongly preferred**.

\*Please note, when sending a PDF, be sure that any crop, bleed and registration marks are not within the live or bleed area of the ad. Alternatively, we can accept PDFs without any crop, bleed or registration marks.

- All files must be **300 dots-per-inch** or higher and in **CMYK** mode.
- Please email all artwork to: [production@louisville.com](mailto:production@louisville.com)

# Online Advertising

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, or simply where to go for a beer this weekend, **Louisville.com** has you covered.

## Traffic/Demographics

**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.**

## 2019 Total

1.5M+ Page Views | 1.3M+ Unique Views

## 2019 Monthly Averages

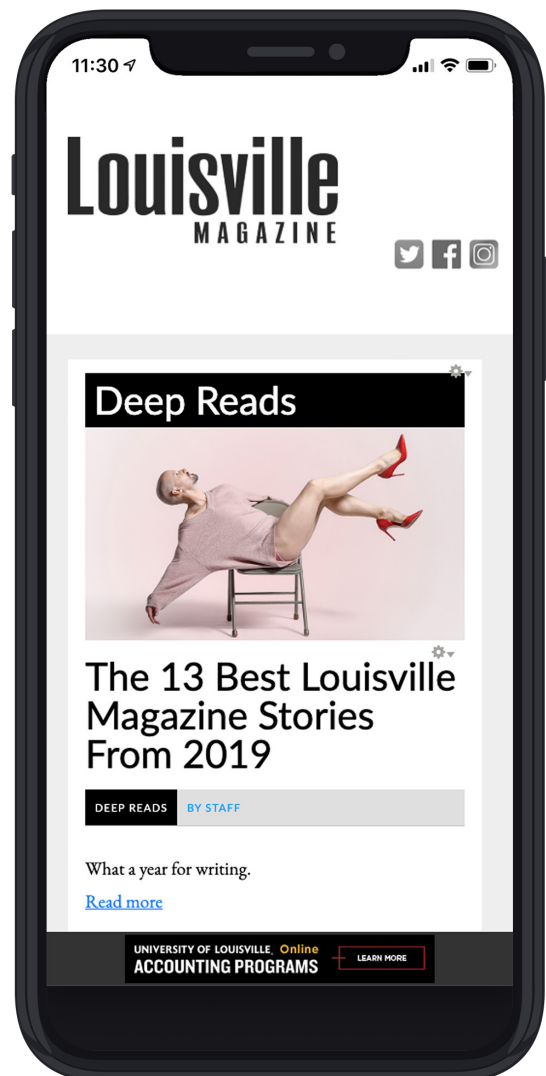
Monthly Page Views:	130,198
Monthly Visits:	91,258
Unique Visits:	76,952

## Age

18-24:	7.2%
25-34:	26.2%
35-44:	21.5%
45-54:	19.3%
55-64:	16.2%
65+:	9.7%

## Gender

Female: 54% Male: 46%



# 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 12K+**

### WEEKENDER FEATURED EVENTS

Get your event the attention it deserves by making it a Featured Event // **Includes photo + 200 word description**

### WEEKENDER DISPLAY ADS (728 x 250 pixels)

### WEEKENDER DISPLAY AD TAKEOVER

All four high-visibility ad placements.

## Louisville Magazine Newsletter

Features exclusive digital access to select stories from each issue plus the occasional online-exclusive story.

// **Monthly, during first half of the month** // **Distributed to 18K+**

The monthly newsletter features three ad spots (1000 x 300 pixels)

## Dedicated Email

Your custom message directly to 18K

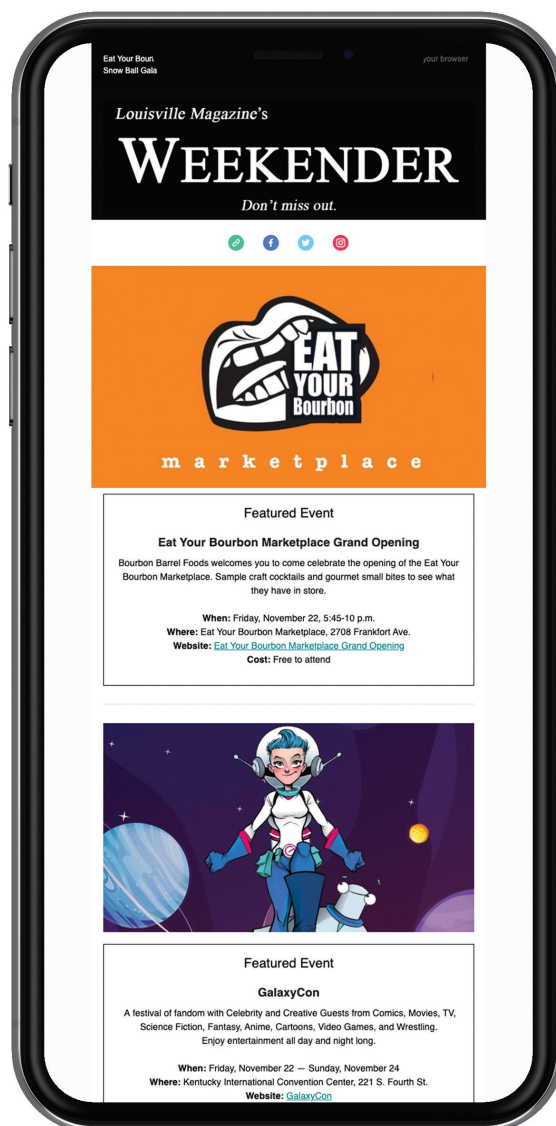
## Social Media

Reach our 50,000+ social media subscribers through a customized advertising strategy.

**12.7K+** Facebook Likes

**22.7K+** Instagram Followers

**31.7K+** Twitter Followers







# Contact Us

## Louisville Magazine

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Louisville, Kentucky 40204

Phone: 502.625.0100

Fax: 502.625.0107

Web: [www.louisville.com](http://www.louisville.com)

Publisher: Matthew Barzun

Editor: Josh Moss

Advertising Director: Stacey Griffin Hallahan

### Advertising:

Sales - [advertising@loumag.com](mailto:advertising@loumag.com)

Ad Submissions - [production@louisville.com](mailto:production@louisville.com)

### Billing Inquiries:

[business@louisville.com](mailto:business@louisville.com)

### Circulation:

Subscriptions, etc - [circulation@loumag.com](mailto:circulation@loumag.com)

### Editorial:

Press Release / story submissions - [editorial@loumag.com](mailto:editorial@loumag.com)

### Weddings:

To submit a wedding for consideration - [louisvillebride@loumag.com](mailto:louisvillebride@loumag.com)

### Calendar Events:

Looking to spread the word about an upcoming event? Create a free account on [Louisville.com](http://Louisville.com) to add your event to our online calendar.

Questions? Email us at [info@louisville.com](mailto:info@louisville.com)

## Follow us on Social Media:

Facebook — [@LouisvilleMagazine](https://www.facebook.com/LouisvilleMagazine)

Twitter — [@LouisvilleMag](https://twitter.com/LouisvilleMag)

Instagram — [@louisvillemag](https://www.instagram.com/louisvillemag)

## 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.