

# Kentucky Monthly

2014  
media kit



*Kentucky Monthly* celebrates the people, places, events and culture of our Commonwealth. By highlighting the best our state has to offer, we unite Kentuckians everywhere and create a sense of pride and community.

**WHO** Affluent, well-educated Kentuckians.

**WHAT** The Commonwealth's only statewide publication that the mass majority of subscribers pay to receive.

**WHEN** Put your message in front of readers at a time when they're relaxed and ready to make buying decisions.

**WHY** Differentiate your business and connect with our highly engaged readership by demonstrating your commitment to celebrating everything that makes the Bluegrass State a wonderful place to call home.



## Kentucky Monthly at a glance:

- Since 1998, readers have increasingly embraced *Kentucky Monthly's* celebration of the Commonwealth
- Readership of **MORE THAN 148,000** per issue—that's 1.4 million pairs of eyeballs annually
- Retail distribution at more than **230 STORES** statewide
- The only statewide publication that the mass majority of subscribers **PAY** to receive
- Paid subscriptions **INCREASED BY MORE THAN 46%** in the past three years
- Circulation figures are **AUDITED** annually by the United States Postal Service
- *Kentucky Monthly's* readers are **AFFLUENT AND WELL-EDUCATED**, with a high level of disposable income
- Readers in **ALL 120** Kentucky counties and every state nationwide

## Magazine Advertising Works!

- **92%** of U.S. adults read magazines
- Magazine readership **REMAINS STEADY** despite the biggest economic downturn in 80 years
- Magazine readers **PAY ATTENTION**—they are the least likely of all media users to engage in other activities while reading
- Magazine ads rank **#1** of all media in driving purchases
- For brand awareness, magazines generate **DRAMATICALLY SUPERIOR ROI** (impact per dollar spent) than either television or online
- For driving purchases, magazines yield a far **MORE EFFICIENT** cost per impact than TV or online
- Magazines **BUILD BUZZ** and excel at reaching people who shape attitudes and behavior



Sources: GfK MRI, Fall 2011 and July 2011; BIGResearch Media Usage Study, 2010; Marketing Evolution, 2011; Marketing Evolution with MPA, 2008; MRI Omnibus Recontact Study, 2008.

## Reach those with the strongest ties to the Commonwealth Kentuckians!

### Meet Our Readers



**56.9%**  
are female



**150%**  
more likely\* to be married

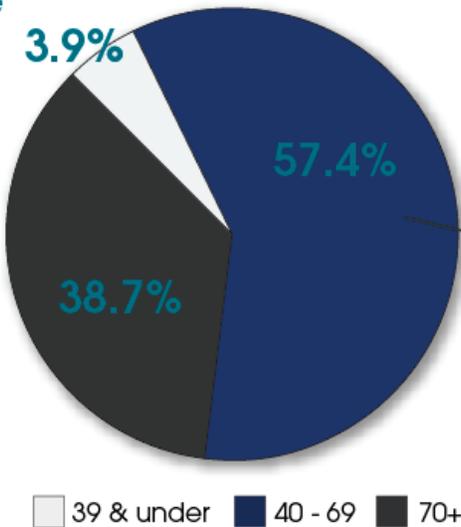


**133%**  
more likely\* to have children present in the household



**84%**  
own their home

#### Age



#### Reach "Marketing's Most Valuable Generation"

Nearly 50% of our readers are Boomers.

In five years, close to 50% of the U.S. adult population will be 50 and older and they will control 70% of the country's disposable income.

Boomers make the most **MONEY** and they **SPEND** what they make.

Source: Nielsen and BoomAgers, August 2012



**44%** of U.S. population



**70%** of U.S. disposable income



**55%** of total CPG\*\* sales

#### Interest

Our readers are more likely\* to have the following interests:

Nature <b>338%</b>	Theater <b>266%</b>
Travel <b>192%</b>	Gambling <b>160%</b>
Culinary <b>213%</b>	Reading <b>216%</b>
Investments <b>246%</b>	Sporting <b>213%</b>

\*When "more likely" is referenced, this is in comparison with the national average.

\*\*Consumer Packaged Goods

Source: Virtual DBS and Relevate research and evaluation, December 2012

#### Donor Behavior

Our readers are more likely\* to donate to the following causes:

General Donor <b>256%</b>	Health/Institutional Donor <b>282%</b>
Children's Donor <b>224%</b>	Political Donor <b>338%</b>
Animals Donor <b>217%</b>	Environmental Donor <b>255%</b>
Religious Donor <b>309%</b>	

**DO YOU WANT TO KNOW MORE ABOUT OUR READERS? JUST ASK!**

Contact our sales team for more demographic information.

# Uniting Kentuckians Everywhere!

## Circulation & Distribution

Kentucky's **ONLY** statewide publication that the mass majority of subscribers pay to receive.

Last year, we distributed an average of **41,658** copies per issue:

- In-home mailed copies
- Newsstand sales—more than 230 retail outlets
- Bonus distribution at medical offices and at key events throughout the year
- Targeted distribution to readers of select regional and national magazines

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During the past three years, paid subscriptions  
have increased by more than **46%!**

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## Retail Distribution

**BARNES & NOBLE**  
BOOKSELLERS



**BAM!**  
BOOKS-A-MILLION  
shop online at: booksamillion.com

**PREMIUM  
POINT-OF-  
PURCHASE POSITION!**  
*Kentucky Monthly can  
be found at the checkout  
counters of Barnes & Noble  
and Joseph-Beth Booksellers  
statewide.*



**Hastings**  
Discover Your Entertainment



**COSTCO**  
WHOLESALE

**CARMICHAEL'S  
BOOKSTORE**  
1295 Bardstown Road • 456-6950  
2720 Frankfort Avenue • 896-6950  
Louisville's Oldest Independent Bookstore



**Walmart**



Book Barn  
**Karen's**  
Java Stop

**the Morris book shop.**



THE PARKADES SHOPS  
www.parkadesshops.com

**Walmart**  
Neighborhood Market

Our circulation figures are audited annually by the United States Postal Service. So, when we say your advertisement will reach more than 45,000 readers monthly, we have a third party to back up those numbers!

For advertising information:

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[www.kentuckymonthly.com](http://www.kentuckymonthly.com)