Digital Advertising

2014 media kit

kentuckymonthly.com

Kentucky Monthly's new website offers readers even more content and features to love, including:

- Feature stories
- Online extras
- Comprehensive, statewide calendar of events
- Recipes
- and much, much more!

With continued increases in visits, unique visitors and page views, our average pages and visit duration holds steady with industry standards with a trend towards quickly surpassing them.

Effective 2014
Rate Base: 3,000 guaranteed impressions

For non-print advertisers, add 25% to all pricing.

Online Advertisers

Gross Rates	1 month	3 months	6 months	12 months
Top Leaderboard {Banner}				
Run of Site	$225	$610	$1,150	$2,160
Home Page	150	405	765	1,440
Mid-Page Unit {MPU}				
Run of Site	190	500	950	1,800
Home Page	110	300	575	1,080
Bottom Leaderboard {Banner}				
Run of Site	130	350	660	1,260
Home Page	90	225	480	900

Sample

Web Ad Sizes

See spec sheet for dimensions and mechanical information.

eNewsletter Advertising

Kentucky Monthly eNewsletters reach an audience of **MORE THAN 23,000** accounts per month. Industry averages also prove that our open rate and click through far exceed other consumer publications. With an open rate that is **59.9% HIGHER** than industry average and a click rate that is **219% HIGHER** than the industry average, our eNewsletter is sure to bring you the eMarketing success you desire.

Effective 2014
Rate Base: 5,000 guaranteed impressions

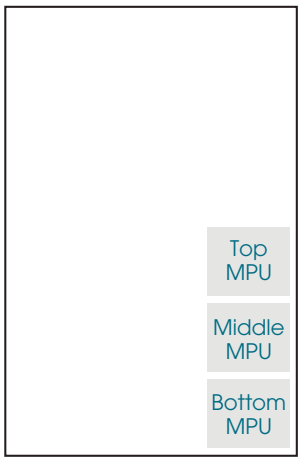
eNewsletter Advertisers

Gross Rates	1 month	3 months	6 months	12 months
eNews Mid-Page Unit {MPU}				
ROS	$375	$1,100	$2,225	$4,400
Top	425	1,250	2,525	5,000
Middle	350	1,025	2,100	4,150
Bottom	250	725	1,450	2,925

2014 Digital Deadlines

	Insertion	*Materials*	*Delivered*
January	Dec 5	Dec 16	Jan 1
February	Jan 6	Jan 15	Feb 1
March	Feb 5	Feb 16	Mar 1
April	Mar 5	Mar 14	Apr 1
May	Apr 4	Apr 15	May 1
June	May 5	May 15	Jun 1
July	Jun 5	Jun 15	Jul 1
August	Jul 6	Jul 15	Aug 1
September	Aug 5	Aug 15	Sept 1
October	Sept 5	Sept 15	Oct 1
November	Oct 6	Oct 15	Nov 1
December	Nov 5	Nov 14	Dec 1

eNews Ad Size



Kentucky Monthly has a robust following on Facebook, Pinterest and Twitter. These social media tools are used to engage readers and drive visitation to **kentuckymonthly.com**.

See spec sheet for dimensions and mechanical information.

** Per Epsilons Q4 2011 Industry Study of Consumer Publishing/General Media. Open rate:* Kentucky Monthly - *22.7% vs. consumer publishing average of 14.2%; click rate:* Kentucky Monthly - *16.9% vs. consumer publishing average of 5.3%.*

Contact our sales team:

Stephen M. Vest, Publisher & Editor
steve@kentuckymonthly.com
Direct: 502.227.0053

Kendall Shelton,
VP of Sales and Marketing
kendall@kentuckymonthly.com
Direct: 502.227.0053

Julie Moore,
Senior Account Executive
julie@kentuckymonthly.com
Direct: 270.485.4098

Kelley Burchell, Account Executive
kburchell@kentuckymonthly.com
Direct: 502.352.8637

Tracy Oswald,
Account Executive
tracy@kentuckymonthly.com
Direct: 502.352.8112

Emily Porter, Advertising Assistant
emily@kentuckymonthly.com
Direct: 859.433.6781

Kentucky Monthly

P.O. Box 559
Frankfort, KY 40602
phone: 888.329.0053
fax: 502.227.5009