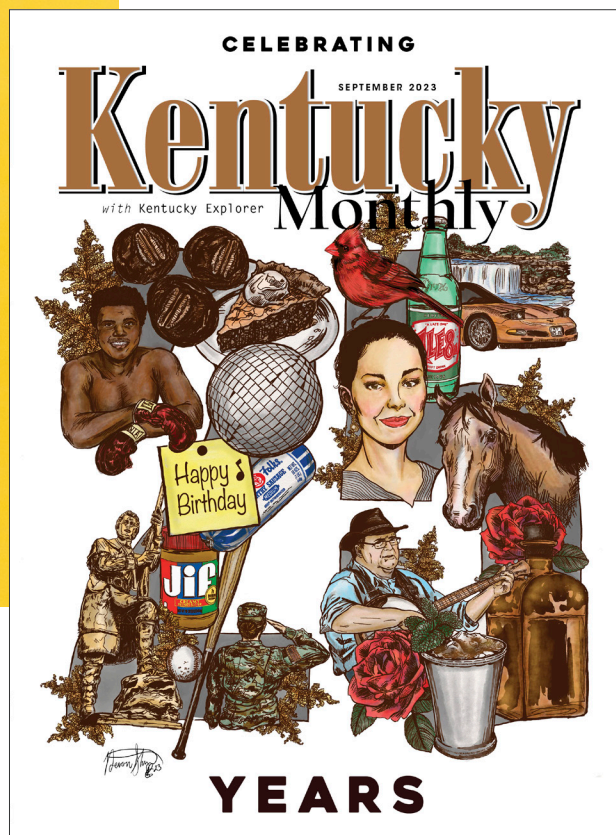




celebrating 25 years as Kentucky Monthly



SINCE 1998

For more than two decades, readers have embraced *Kentucky Monthly's* commitment to celebrating everything that makes the Bluegrass State a wonderful place to call home.

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.

KENTUCKYMONTHLY.COM





What's Inside:

KENTUCKY

PEOPLE

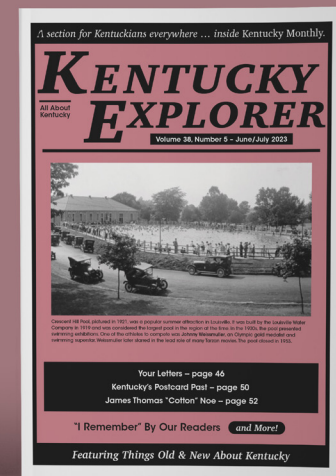
PLACES

EVENTS

FOOD

HISTORY

and more!



KENTUCKY EXPLORER

since 1986

In 2020, a well-known publication focused on Kentucky history closed up shop after 36 years. Since 2021, every issue of *Kentucky Monthly* has featured a section dedicated *Kentucky Explorer* content, full of rare old photos, reader-submitted stories, and historical accounts.

This section also offers classified ads - 25 words for \$50.

Our Audience



our readers are well traveled

**27% of readers
travel for
vacation twice
or more a year.**

*Photo featured from our popular
Mag on the Move series.*

**Each copy of Kentucky Monthly
is read by 4 or more people...**

126,000
loyal readers

*That would fill the Kroger Field or
Cardinal Stadium nearly twice...
depending on what color you bleed.*

59% FEMALE

41% MALE

54% MARRIED

family oriented.



more than half have children in household

20% have prospective college kids in household

educated.



45% ATTENDED COLLEGE

MAJORITY OF READERS ARE AGES 45-64

our readers are invested in our state.



94% HOMEOWNERS



71% OWN STOCKS



85% OWN INVESTMENTS

our readers are interested in...

81% HEALTHY LIVING

bicycling, running, self-improvement,
health, natural food

70% DO IT YOURSELF

technology, gadgets, woodworking

68% HOME LIFE

hobby, reading, collecting, crafts,
gardening, family

66% GREAT OUTDOORS

hunting, boating, fishing, camping,
hiking, RVs

61% SPORTY LIFESTYLE

bicycling, basketball, running, golf

47% LUXURY LIFE

gourmet, natural food, wine, fashion
clothing, home décor



Footprint

Kentucky Monthly is the Commonwealth's **ONLY** statewide general interest subscription-based publication.

Delivered to all 120 counties, all 50 U.S. states and territories, and six other countries

TARGETED DISTRIBUTION

Subscribers, select hotels, waiting rooms, festivals, **ALL Kentucky state parks** and many events around Kentucky.

READERSHIP 126,000

30K+ EMAIL SUBSCRIBERS

19K FACEBOOK FOLLOWERS

4K X (TWITTER) FOLLOWERS

1K INSTAGRAM FOLLOWERS

1K PINTEREST FOLLOWERS

"*Kentucky Monthly* magazine has always been a travel resource for my husband and me throughout the years. When we renovated the Belle Louise Historic Guest House in 2020, it was our first choice to use for promoting our venue. The staff has been so helpful, and the reach of the magazine and its impeccable reputation have benefited us greatly with visibility and new bookings."

Melinda Winchester, Belle Louise Historic Guest House

DRINK LOCAL

DIRECT MAILED WITH THE MAY ISSUE

perfectly paired with our food issue.



KENTUCKY SPIRITS
Below is a partial list of the Commonwealth's distilleries and the spirits that broaden their product portfolios. Visit their respective websites for more information.



Shelby County's **Jephtha Creed** offers tours and experiences featuring their bourbon and other spirits. On the right, a photo that distracted us while researching... learn more about The Bloody Mary Pitcher on Jephtha Creed's Facebook page.

Barrel House Distillery
Lexington • 859.259.0159
barrelhousedistillery.com

Blue Rook Distillery
Danville • 859.209.2136
bluerookdistillery.com

Buffalo Trace Distillery
Frankfort • 1.800.654.8471
buffalotrace.com

Casey Jones
Hopkinsville • 270.839.9987
caseyjonesdistillery.com

Castle & Key
Frankfort • 502.395.9070
castleandkey.com

Copper & Kings
Louisville • 502.561.0267
copperandkings.com

Hartfield & Company
Paris • 859.474.0345
hartfieldandcompany.com

Jephtha Creed Distillery
Shelbyville • 502.487.5007
jephtha Creed.com

Limestone Branch Distillery
Lebanon • 270.699.9004
limestonebranch.com

MB Roland
Pembroke • 270.640.7744
mbrolanddistilleriespirits.com

New Riff Distilling
Newport • 859.261.7433
newriffdistilling.com

Prohibition Craft Spirits
Louisville • 1.866.718.9320
prohibitioncraftspirits.com





Kentucky Monthly

ON THE COVER
Founded by the father-and-son team of Lincoln and Wes Henderson, Angel's Envy Distillery produces bourbons and ryes with intriguing, complex flavor profiles. These spirits make a perfect base for creative cocktails, page 22

2 BOOKS, BREWS & BOURBON
Mayville's Kerton Stokes with Spirit is a book-to-visit with more

8 BEYOND BOURBON
If the amber spirit isn't your cup of tea (or even if it is), many Kentucky distilleries have other options

14 COCKTAIL CLASS
Lexington School teaches the fine art of mixing drinks

18 FIZZY FUN
Louisville's Local Seltzer offers specialized cocktails and mixers

22 HEAVENLY SIPPING
Perfect your home bartending skills with these bourbon and rye cocktail recipes courtesy of Angel's Envy

28 BOOZY BOOKS
A bourbon primer, the history of bourbon and more can be found in these reads

FOLLOW US @KENTUCKYMONTHLY
Editor: STEPHEN M. VEST | Managing Editor: PATRICIA BARRY | Assistant Editor: DEBORAH KOHL | Photo Editor: ELISE TEO | Social: JESSICA BECKING | Creative Director: KIMBERLY COLLINS | Assistant Creative Director: KELLEY BURCHILL | Assistant Creative Director: TERESA BEVITT

kentuckymonthly.com • ad@kentuckymonthly.com • 1.888.329.0053

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What's Inside:

EDITORIAL CONTENT:

- Q&A with industry experts
- events / trivia / recipes
- category favorites
- business showcases
- bar + restaurant recommendations

Digital Flipbook Version

- featured on kentuckymonthly.com for one year
- includes clickable ads, traffic directed to URL of your choice
- perfect content to share on your social media platforms

5x8 BOOKLET

Half Page Horizontal	\$720
Full Page	\$1,120
Inside Back Cover	\$1,240
Inside Front Cover	\$1,460
Back Cover	\$1,580
Two Page Spread	\$2,020

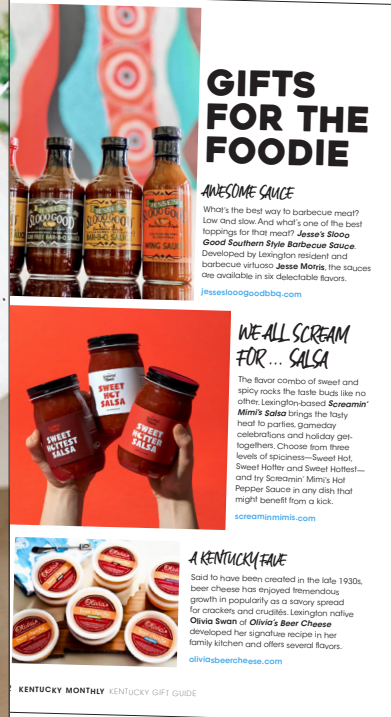
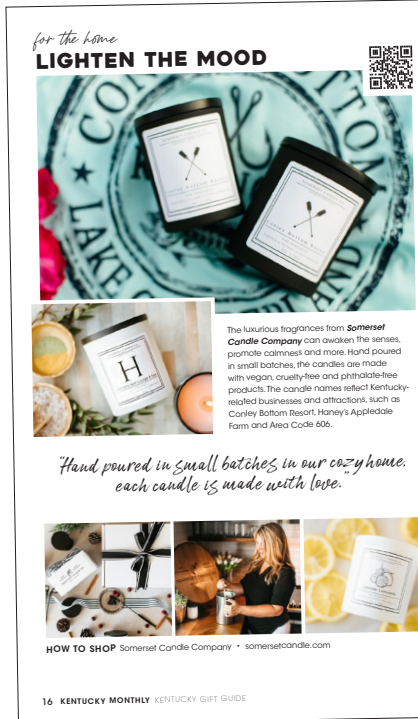


Check it out.
FIND THE 2023 DRINK
LOCAL ON OUR WEBSITE.

THE KENTUCKY GIFT GUIDE

DIRECT MAILED WITH THE NOVEMBER ISSUE

Get your product in front of shoppers.



What's Inside

EDITORIAL CONTENT:

- Kentucky-made products
- category favorites
- business showcases
- highlights Kentucky authors + books

Digital Flipbook Version

- featured on kentuckymonthly.com for one year
- includes clickable ads, traffic directed to URL of your choice
- perfect content to share on your social media platforms

5x8 BOOKLET

Quarter Page	\$500
Half Page Horizontal	\$600
Full Page	\$930
Inside Back Cover	\$1,030
Inside Front Cover	\$1,220
Back Cover	\$1,320
Two Page Spread	\$1,680



Check it out.

FIND THE 2023 GIFT GUIDE ON OUR WEBSITE.

listings BED & BREAKFAST • WINERY

give the gift of a KENTUCKY STAYCATION

PILLOW & PADDOCK
Situating in the heart of Oldham County this tranquil estate property is surrounded by picturesque rolling hills, lush pastures, beautiful estates and thoughtfully home farms, yet is just a 4-minute drive from historic Middlesboro in La Grange, with its fascinating Alley Loop, and only 22 miles from Louisville.

3262 OLD SUGO ROAD, LA GRANGE
502.222.4372 • pillowandpaddock.com

GRAND VICTORIAN INN
BEST PLACE TO STAY NEAR
Mammoth Cave National Park
5 Old Dixie Highway, Park City
grandvictorianinn.com
270.595.1935

More to Explore
Belle Louise Winery 888
304 North 5th Street, Paducah
bellelouisewinery.com
270.210.2563
Burgess Country Estate
1220 Burgess Parkway, La Grange
burgesscountryestate.com
502.222.2009
Bouillon Manor 888 888
714 North 3rd Street, Bardonia
bouillonmanor.com
502.268.7268
Maple Hill Manor
2941 Beechwood Road, Springfield
maplehillmanor.com
859.336.9075
Moon River B&B
322 Moon Street, Morehead
moonriverbbs.com
606.563.8872
Beveridge Inn 888
45 East Highway 42, Webster
beveridgeinn.com
859.567.1309
River Falls Inn
301 1st Street, Louisville
riverfallsinn.com
502.581.1000
Shug Hollow Farm 888
790 CH 1221, Westport
shughollowfarm.com
606.723.4760
Thurston Landing
5 Old Dixie Highway, Park City
thurstonlanding.com
270.946.1897

new listing

kentuckymonthly.com 15

EXPLORE KENTUCKY'S WINERIES

More to Explore
Boucherie Vineyards & Winery
6523 Keyway Drive, Spottsville
boucherievineyards.com
270.826.6192
Chenault Vineyards
2284 Barnes Mill Road, Richmond
chenaultvineyards.com
859.328.7773
Equus Run Vineyards
1280 Moores Mill Road, Midway
equusrunvineyards.com
859.846.9463
Farmer & Frenchman Winery
12522 HWY 41 S., Robards
farmerandfrenchman.com
270.748.1856
Poca Terra Winery
633 Gatlin Road, Benton
pocaterrawinery.com
270.493.2682
Purple Toad Winery
4275 Old US Hwy. 45 S, Paducah
purpletoadwinery.com
270.554.0010
Springhill Plantation
Bed & Breakfast Winery, Bato
3205 Springfield Road, Bloomfield
springhillwinery.com
502.252.9463

TALON WINERY
Choose from more than 20 locally created wines, stroll through the vineyard and enjoy live music every weekend. Come for the wine, stay for the atmosphere.

7086 TATES CREEK ROAD, LEXINGTON, KY
talonwine.com 859.971.3214

GO EXPLORE
The official wine festival of Kentucky is celebrating their 20th year this summer in Jessamine County. Visit page 27 to learn more!

STAY UPON KENTUCKY
Kentucky has more than 65 vineyards and wineries.

kentuckymonthly.com 21

Bed and Breakfasts Showcases:

- MAY
- SEPTEMBER
- KENTUCKY GIFT GUIDE

Wineries Showcases:

- MAY
- SEPTEMBER
- DRINK LOCAL

specials NONPROFITS

Showcased in the November Issue.

KOSAIR CHARITIES

2020 has been a challenging year for many, especially for families whose child has special medical needs. Make the holidays special for kids and families in your community. Learn how: kosair.org/celebrate

KOSAIR CHARITIES

Itzel was diagnosed with a hearing processing disorder at an early age. She needed hearing aids and a personal FM system, something insurance would not fully cover. When Itzel's mom, Alma, reached out to Kosair Charities for help, the Kosair Kids Financial Assistance Program covered the cost of her equipment. Soon after, Itzel's school performance improved drastically. You can help more kids like Itzel reach their potential and overcome their obstacles. Consider making a gift today: kosair.org/donate

Pictured above: Kosair Kid Itzel and her mom, Alma.

Berea College received a \$70,000 charitable gift because of its ad in Kentucky Monthly!

According to **GuideStar**, over half of the organizations surveyed received most of their contributions between October and December.

SPECIALS

- **Half Page Horizontal Ad:** In print and digital flipbook. \$1,500
- **Full Page Ad:** In print and digital flipbook. \$3,000
- **Full Page Ad and Advertorial:** Make an impact and help tell your story with an advertorial. In print and digital flipbook. Complimentary design work on advertorial. \$5,500
- **Website Ad:** 300 x 250 digital ad on our website for one month. Design services available. \$300

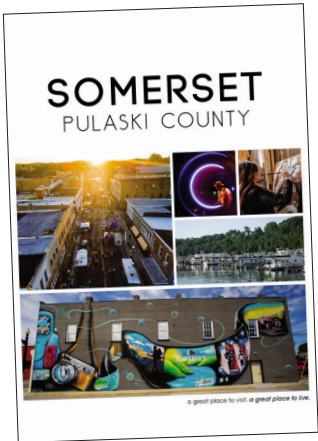
Kentucky nonprofits also receive a 15% discount on regular advertising fees in any issue outside of the November nonprofit section.

SPECIALS

- **Business Listing:** Includes business name, location, phone number and website. In print and digital flipbook. \$99
- **Featured Business Listing:** Includes 1-2 photos, logo, business name, location, phone number, website and short description. In print and digital flipbook. \$200
- **Email Newsletter:** Includes business name, location, phone number and link to website. Sent to over 30k emails. \$425
- **Website Ad:** 300 x 250 digital ad on our website for one month. Design services available. \$300
- **Other Services:** Need help updating your marketing photos, website or social media presence? We'd love to help you promote your business. Contact us to learn more.



250K WEBSITE VISITORS ANNUALLY



ask us about
printed travel
guides that are
mailed to all
subscribers

A WEBPAGE DEDICATED TO YOUR CONTENT ONLY

located under explore tab on our homepage

SUBMIT:

- Tell us what you have to offer visitors.
- One paragraph introduction about your area.
- 3-4 generic photos to feature.
- 5-8 places to highlight (things to do, places to eat, attractions, etc.) with 2-3 photos, text and online link for each one.
- We recommend not-to-miss restaurants and experiences your area has to offer.

Rates listed are gross.	
TRAVEL GUIDE LIVE FOR ONE YEAR	\$2,500
RENEWAL AFTER ONE YEAR	\$1,500



250K WEBSITE VISITORS ANNUALLY

More than half of
visitors are ages 25-44

33% of readers visit
our website more
than once a month

AVERAGE MONTHLY
PAGE VIEWS: 35,000

Flipbook

Kentucky Monthly is also offered as a digital flipbook, which is free for all to read. The flipbook is featured on kentuckymonthly.com and shared on all social channels. Hyperlink your ad to direct traffic to your site. Buy ten or more print ads and receive hyperlinks on all ten ads for free.

HYPERLINK \$100 EACH

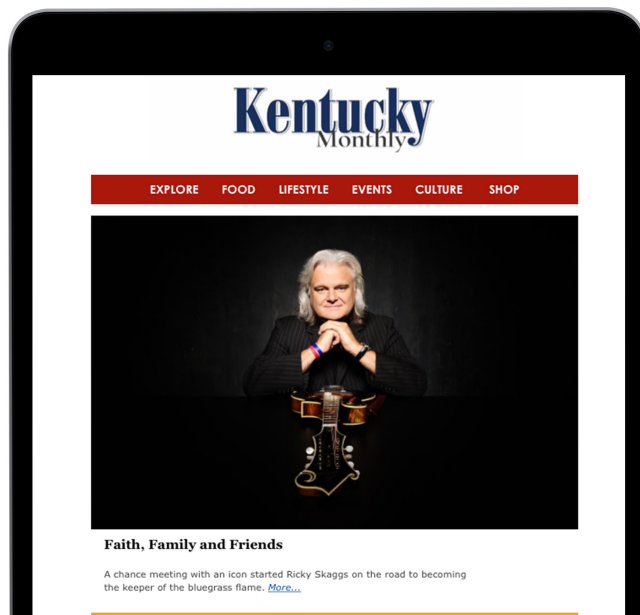
Buy 10 or more print ads and receive
free hyperlinks on all 10.

Rates listed are gross. Price is per ad.
Ads run for one month.

	1X	3X	6X	10X
300 x 250 px web ad	\$300	\$280	\$260	\$230

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

sent to **30,000+** email subscribers • *31% average open rate*



RATES	1X	3X	6X	10X
Rates listed are gross. Price is per ad.				
Square Ad	\$425	\$405	\$380	\$350
Banner Ad	\$600	\$500	\$400	\$300
Sponsored Eblast	\$1,500	\$1,200	\$1,000	\$750
Kentucky Book Eblast: February	\$500	N/A	N/A	N/A
Kentucky Gift Guide: November	\$500	N/A	N/A	N/A

ENEWS AD

Your ad in our newsletter. Eblast's are sent twice a month and feature content from the current issue of the magazine.

INCLUDES:

- 250 x 250px artwork
- URL for direct link

SPONSORED EBLAST

Your content sent to our full email list on whatever date you want with your exclusive content. Limited availability. Design services available.

KENTUCKY BOOK EBLAST

Promote your book by including it in our Kentucky Book Eblast, sent in conjunction with our Literary Issue in February. Limited space available.

LISTING INCLUDES:

- Book Title
- Book Price
- 20-40 words
- high res graphic of book cover
- URL to purchase

KENTUCKY GIFT GUIDE EBLAST

Promote your Kentucky product by including it in our Eblast, sent in November and the start of holiday shopping season. Limited space available.

LISTING INCLUDES:

- Product Title
- Product Price
- 20-40 words
- high res graphic photo
- URL to purchase

print AD PRICING

ISSUE FREQUENCY: 10x per year

RATES <i>Rates listed are gross. Price is per ad.</i>	1X	3X	6X	10X
Two Page Spread	\$6,200	\$6,000	\$5,800	\$5,400
Back Cover	\$5,200	\$5,000	\$4,000	\$3,800
Inside Front Cover	\$4,100	\$4,000	\$3,800	\$3,600
Inside Back Cover	\$3,600	\$3,500	\$3,400	\$3,200
Full Page	\$3,500	\$3,400	\$3,200	\$3,000
½ Page Horizontal	\$1,950	\$1,900	\$1,600	\$1,500
⅓ Page Vertical	\$1,550	\$1,500	\$1,400	\$1,300
⅓ Page Square	\$1,250	\$1,200	\$1,100	\$1,000

Want to poly-bag your content with the magazine? Looking for something else?

Email us and we can help create the perfect ad package for getting your content in front of our subscribers.

MARKETPLACE

Marketplace advertisers are grouped together on pages near the back of each issue.

RATES	¼ PAGE	⅓ PAGE
1x	\$685	\$365
3X	\$660	\$365
6X	\$625	\$365
10X	\$580	\$365

Buy more, save more.

Purchase 10 ads to get the best value.

Ads do not have to be the same size or placed in consecutive issues. For example, purchase five full page ads for \$3,500 each and five ⅓ page square ads for \$1,250 each to receive the 10x frequency discount.

CONTACT US **AD@KENTUCKYMONTHLY.COM**

deadlines

2024 Deadlines + Editorial Calendar

February

ARTWORK DUE JANUARY 1

- annual Literary Issue
- Kentucky education

March

ARTWORK DUE FEBRUARY 1

- statewide travel preview

April

ARTWORK DUE MARCH 1

- Springtime in Kentucky
- the official Kentucky Derby Festival schedule of events
- **added exposure:** given out in gift bags and event booth at Kentucky Derby Festival

May

ARTWORK DUE APRIL 1

- food and drink issue

Drink Local

ARTWORK DUE MARCH 18

- booklet mailed with May
- **added exposure:** digital version online for full year on dedicated webpage

June/July

ARTWORK DUE MAY 1

- outdoor adventure
- summertime fun

August

ARTWORK DUE JULY 1

- colleges and universities
- back to school

September

ARTWORK DUE AUGUST 1

- annual Bourbon Issue
- performing arts guide

October

ARTWORK DUE SEPTEMBER 1

- official Kentucky Book Festival program
- **added exposure:** handed to all book festival attendees

November

ARTWORK DUE OCTOBER 1

- nonprofit/charitable giving guide
- veterans

Kentucky Gift Guide

ARTWORK DUE SEPTEMBER 17

- booklet mailed with November
- **added exposure:** digital version online for full year on dedicated webpage

December/January

ARTWORK DUE NOVEMBER 1

- holidays in Kentucky



Content is decided by editorial staff and is subject to change

KENTUCKY MONTHLY MAGAZINE Media Kit

KENTUCKY MONTHLY MAGAZINE

TRIM SIZE: 8.125" x 10.875" • BLEED: 8.25" x 11.125" • LIVE AREA: 7.5" x 10"

	NON-BLEED	LIVE AREA	WITH BLEED
TWO PAGE SPREAD	not available	15.75" x 9.75"	16.5" x 11.125"
BACK COVER, INSIDE BACK COVER, INSIDE FRONT COVER	not available	7.5" x 10"	8.25" x 11.125"
FULL PAGE	7" x 9.75"	7.5" x 10"	8.25" x 11.125"
$\frac{2}{3}$ PAGE VERTICAL	4.5" x 9.75"	4.5" x 9.75"	not available
$\frac{1}{2}$ PAGE HORIZONTAL	6.875" x 4.8"	7.25" x 5"	8.25" x 5.5"
$\frac{1}{2}$ PAGE VERTICAL	4.5" x 7"	4.75" x 7.4"	5.25" x 7.75"
$\frac{1}{3}$ PAGE VERTICAL	2.3" x 9.75"	2.3" x 9.75"	3" x 11.125"
$\frac{1}{3}$ PAGE SQUARE	4.6" x 4.6"	4.6" x 4.6"	not available
$\frac{1}{4}$ PAGE	3.4" x 4.8"	3.4" x 4.8"	not available
$\frac{1}{9}$ PAGE	2.25" x 3"	2.25" x 3"	not available

DRINK LOCAL + KENTUCKY GIFT GUIDE

TRIM SIZE: 5" X 8" • BLEED: 5.25" X 8.25" • LIVE AREA: 4.5" X 7.5"

	NON-BLEED	LIVE AREA	WITH BLEED
FULL PAGE, INSIDE FRONT COVER, INSIDE BACK COVER, BACK COVER	not available	4.5" x 7.5"	5.25" x 8.25"
$\frac{1}{2}$ PAGE HORIZONTAL	4.25" x 3.5"	4.5" x 3.5"	5.125" x 4"
$\frac{1}{4}$ PAGE (GIFT GUIDE ONLY)	2.1" x 3.5"	2.1" x 3.5"	not available
TWO PAGE SPREAD	not available	9.5" x 7.5"	10.25" x 8.25"

For artwork with bleed, include minimum 0.125" bleed with crop marks. Please keep all live material 0.25" from trim on all sides.

PRINT ADS

Kentucky Monthly will not assume responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

All artwork must be submitted in a press-ready CMYK format. A PDF is preferred, but TIFF or JPG files at 300 dpi are also acceptable. Please embed all fonts and images. Trim size is 8.125" x 10.875". Bleed has been accounted for in the "with bleeds" sizing.

DIGITAL ADS

All files must be converted to RGB and 72 dpi. Acceptable formats are animated GIF, JPG or PNG.

CREATIVE SERVICES

Want to advertise but don't have a designer? Our creative team can provide design skills for all your creative needs. We would be happy to help you!

Advertisers needing an ad created by *Kentucky Monthly* are required to submit materials no later than the closing date. *Kentucky Monthly* assumes no liability for errors that occur in ads after client approval.

Advertisers must supply: digital artwork, original logo art, copy and any desired line art or illustrations.

FILE SUBMISSION

Please send your ad in a high-res pdf format to your sales rep.