2024 MEDIA KIT
A great city deserves a great magazine.
WE KNOW EVANSVILLE
Tucker Publishing Group, Inc., entirely locally owned and operated, has published exceptional content for more than two decades. We are strongly committed to building the highest quality audience by delivering award-winning coverage that tells 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 fast-growing digital audience, Tucker Publishing Group magazine brands touch readers’ lives every day.

MORE THAN 50,000 PEOPLE READ OUR MAGAZINE EACH MONTH
Circulation Verification Council (CVC) provides an independent 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 often recommend *Evansville Living* as a media partner to our friends in other businesses and organizations. The quality of the publication is unmatched, and the entire Tucker Publishing team is easy to work with. Most importantly, we find the advertising to be effective.”

BRENT JOYCE | SVP of Marketing, Liberty Federal Credit Union

“We feel that *Evansville Living* provides the absolute best advertising option for our clientele. The quality of their magazine is superb and we feel we really get a great ‘bang for our buck!’ We also enjoy working with their sales staff as they seem to understand what opportunities will work best for our marketing needs.”

RON McGILLEM | R.A. McGillem Custom Homes

READERSHIP PROFILE

<table>
<thead>
<tr>
<th>AGE</th>
<th>21-54</th>
<th>50%</th>
<th>55+</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMALE</td>
<td>62%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>38%</td>
<td></td>
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</tbody>
</table>

OUR READERS ARE AFFLUENT (HHI)

- 16% HHI between $100,000 - $124,999 (Market is 7%)
- 14% HHI more than $200,000 + (Market is 3%)
- 62% Have graduated college (Market is 23%)

OUR READERS ARE WELL-EDUCATED

- 59% Keep their magazine for one month or more
- 70% Purchase products advertised in magazine

2023 Publication Audit Report, Circulation Verification Council

OUR READERS ARE DEVOTED

- 21-54
- 55+
- 62%
- 38%

2023 Publication Audit Report, Circulation Verification Council
Evansville Living is the leading voice of Evansville’s culture and lifestyle, delivering vibrant content on the latest in entertainment, dining, home and garden, wellness, and all things uniquely Evansville and Southwestern Indiana. As a longtime 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 designed for visitors, relocators, and residents and stays on newsstands for the entire year. City View is utilized by hotels, corporations, real estate agents, universities, hospitals, and other organizations to welcome newcomers and visitors to Evansville and Southwestern Indiana.

### 2024 EVANSVILLE LIVING PLANNING CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL FOCUS</th>
<th>SPECIAL AD SECTIONS</th>
<th>AD SPACE CLOSE</th>
<th>CREATE ADS DUE</th>
<th>PROVIDED ADS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>Sports Town</td>
<td>Be Well, Evansville + Wedding Book</td>
<td>DEC 8</td>
<td>DEC 11</td>
<td>DEC 13</td>
</tr>
<tr>
<td>MAR/APR</td>
<td>Regional Travel + Solar Eclipse</td>
<td>Summer Travel Guide + Education</td>
<td>FEB 9</td>
<td>FEB 12</td>
<td>FEB 14</td>
</tr>
<tr>
<td>CITY VIEW</td>
<td>Insider’s Guide to Evansville</td>
<td>Area Attractions</td>
<td>MAR 18</td>
<td>MAR 19</td>
<td>MAR 21</td>
</tr>
<tr>
<td>MAY/JUN</td>
<td>Most Beautiful Homes + Local Music Scene</td>
<td>At Home</td>
<td>APR 9</td>
<td>APR 12</td>
<td>APR 15</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>Evansville’s Internationality</td>
<td>Dine + Henderson, Kentucky</td>
<td>JUNE 7</td>
<td>JUNE 12</td>
<td>JUNE 14</td>
</tr>
<tr>
<td>SEP/OCT</td>
<td>Best of Evansville + Arts Season Preview</td>
<td>BOE Gallery + Evansville’s Authority + Automotive Guide</td>
<td>AUG 2</td>
<td>AUG 7</td>
<td>AUG 9</td>
</tr>
<tr>
<td>NOV/DEC</td>
<td>Savor the Season</td>
<td>Holiday Gift Guide + Doctor Profiles</td>
<td>OCT 4</td>
<td>OCT 9</td>
<td>OCT 11</td>
</tr>
</tbody>
</table>

(All editorial and special advertising sections are subject to change.)
**Evansville Business**, the city’s business authority, delivers engaging and informative coverage 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 also receive Evansville Business, which increases the visibility of your message.

### 2024 Evansville Business Planning Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Editorial Focus</th>
<th>Special Ad Sections</th>
<th>Ad Space Close</th>
<th>Create Ads Due</th>
<th>Provided Ads Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB/MAR</td>
<td>Health Care</td>
<td>Commercial Construction and Real Estate Development</td>
<td>JAN 12</td>
<td>JAN 15</td>
<td>JAN 17</td>
</tr>
<tr>
<td>APR/MAY</td>
<td>Dream Jobs</td>
<td>Technology in Business + Workplace Culture</td>
<td>MAR 1</td>
<td>MAR 4</td>
<td>MAR 6</td>
</tr>
<tr>
<td>JUN/JUL</td>
<td>Agriculture</td>
<td>Local Attorneys + Diversity and Inclusion</td>
<td>MAY 3</td>
<td>MAY 8</td>
<td>MAY 10</td>
</tr>
<tr>
<td>AUG/SEP</td>
<td>New Mayor and City Administration</td>
<td>Leading Women in Business + Meeting and Event Planning</td>
<td>JUNE 28</td>
<td>JULY 3</td>
<td>JULY 5</td>
</tr>
<tr>
<td>OCT/NOV</td>
<td>Evansville’s Revitalization</td>
<td>Evansville Gives + Financial and Insurance Planning</td>
<td>AUG 30</td>
<td>SEPT 4</td>
<td>SEPT 6</td>
</tr>
<tr>
<td>DEC/JAN</td>
<td>Beautifying Our City</td>
<td>Family-Owned Businesses</td>
<td>NOV 1</td>
<td>NOV 6</td>
<td>NOV 8</td>
</tr>
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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, Instagram, and X.

INSIDER

Insider, a weekly digital newsletter from Tucker Publishing Group, is readers’ personal guide to life, people, and news in the Tri-State. We offer the inside scoop on local events, art, dining, news and reviews, stories behind people who live here, and more exclusive digital content. The newsletter goes out every Thursday afternoon and includes several advertising options, delivered to readers’ inboxes in an engaging, easy-to-read format. Reach a new audience on the go with Insider.

NAVIGATOR

Navigator, a weekly digital newsletter from Tucker Publishing Group, keeps a finger on the pulse of the companies and people making strides in the Evansville region’s business community. It offers a glimpse into critical issues, economic initiatives, personality profiles, and new business developments, presented in an attractive, quick-hit format. Reach business readers with Navigator.

CUSTOM PUBLISHING AND MAGAZINE 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.
AD MATERIAL REQUIREMENTS

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 WeTransfer. 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 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.

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

Photography: Our network of award-winning photographers is available to shoot photos for your ad or custom project.

Photography Rate: $140 per hour.

ADVERTISING INSERTION PAYMENT TERMS

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

Important: A 3% convenience fee will be charged on credit card payments

CONTACT INFORMATION

TODD TUCKER
PRESIDENT
ttucker@evansvilleliving.com
812-426-2115 x 303

JESSICA HOFFMAN
ACCOUNT EXECUTIVE
jhoffman@evansvilleliving.com
812-641-5914 • Cell 812-760-9871

JENNIFER RHOADES
ACCOUNT EXECUTIVE
jennifer@evansvilleliving.com
812-641-5915 • Cell 812-205-7005

LOGEN SITZMAN
SALES COORDINATOR
lsitzman@evansvilleliving.com
812-426-2115 x 320