

# 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



21-54  
**50%**

55+  
**50%**



FEMALE  
**62%**



MALE  
**38%**

OUR READERS  
ARE AFFLUENT  
(HHI)



**16%** **14%**  
HHI between \$100,000 - \$124,999 (Market is 7%)  
HHI more than \$200,000 + (Market is 3%)

OUR READERS  
ARE WELL-  
EDUCATED



**62%**  
Have graduated college (Market is 23%)

OUR READERS ARE DEVOTED



**59%**  
Keep their magazine for one month or more



**70%**  
Purchase products advertised in magazine

2023 Publication Audit Report, Circulation Verification Council





# EVANSVILLE

## Living

*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.



### EVANSVILLE LIVING AND CITY VIEW RATES

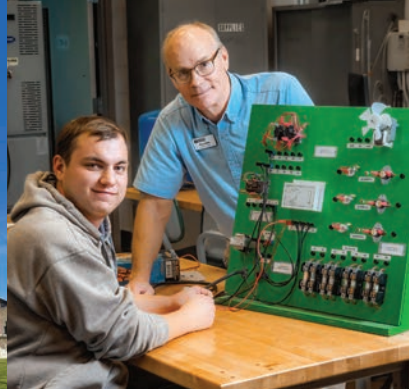
CONTRACT RATE	6X	3X	1X	CITY VIEW
Two Page Spread	\$ 4,340	\$ 4,930	\$ 5,550	\$ 6,250
Full Page	\$ 3,100	\$ 3,520	\$ 3,970	\$ 4,570
2/3 Page	\$ 2,490	\$ 2,820	\$ 3,190	N/A
1/2 Page	\$ 1,970	\$ 2,150	\$ 2,390	\$ 2,760
1/3 Page	\$ 1,320	\$ 1,420	\$ 1,610	N/A
1/6 Page	\$ 680	\$ 710	\$ 820	N/A
1/4 Page (Special Advertising Sections)		\$ 980	\$ 1,080	\$ 1,080

## 2024 EVANSVILLE LIVING PLANNING CALENDAR

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

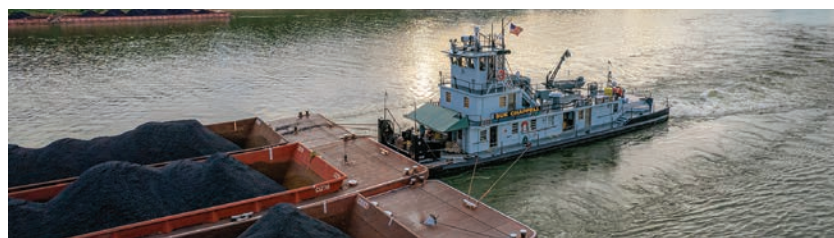
(All editorial and special advertising sections are subject to change.)





# EVANSVILLE Business

*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.



## EVANSVILLE BUSINESS RATES

CONTRACT RATE	6X	3X	1X
Two Page Spread	\$ 2,740	\$ 3,260	\$ 3,800
Full Page	\$ 2,110	\$ 2,350	\$ 2,660
2/3 Page	\$ 1,720	\$ 1,880	\$ 2,140
1/2 Page	\$ 1,290	\$ 1,420	\$ 1,680
1/3 Page	\$ 870	\$ 1,000	\$ 1,090
1/6 Page	\$ 450	\$ 500	\$ 540
1/4 Page (Special Advertising Sections)		\$ 800	\$ 800

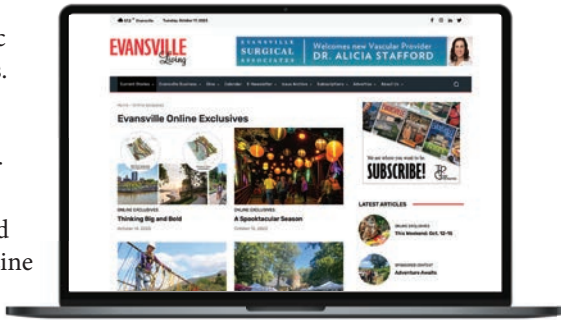
## 2024 EVANSVILLE BUSINESS PLANNING CALENDAR

ISSUE	EDITORIAL FOCUS	SPECIAL AD SECTIONS	AD SPACE CLOSE	CREATE ADS DUE	PROVIDED ADS DUE
<b>FEB/MAR</b>	Health Care	Commercial Construction and Real Estate Development	<b>JAN 12</b>	<b>JAN 15</b>	<b>JAN 17</b>
<b>APR/MAY</b>	Dream Jobs	Technology in Business + Workplace Culture	<b>MAR 1</b>	<b>MAR 4</b>	<b>MAR 6</b>
<b>JUN/JUL</b>	Agriculture	Local Attorneys + Diversity and Inclusion	<b>MAY 3</b>	<b>MAY 8</b>	<b>MAY 10</b>
<b>AUG/SEP</b>	New Mayor and City Administration	Leading Women in Business + Meeting and Event Planning	<b>JUNE 28</b>	<b>JULY 3</b>	<b>JULY 5</b>
<b>OCT/NOV</b>	Evansville's Revitalization	Evansville Gives + Financial and Insurance Planning	<b>AUG 30</b>	<b>SEPT 4</b>	<b>SEPT 6</b>
<b>DEC/JAN</b>	Beautifying Our City	Family-Owned Businesses	<b>NOV 1</b>	<b>NOV 6</b>	<b>NOV 8</b>

(All editorial and special advertising sections are subject to change.)

## 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.

## OUR DIGITAL PRESENCE

EVANSVILLELIVING.COM

**25,000+**

Page views per month

INSIDER & NAVIGATOR  
E-NEWSLETTERS

**11,000+**

Subscribers



**19,000+**

Followers



**7,500+**

Followers



**5,600+**

Followers

### EVANSVILLELIVING.COM RATES

- Leader Board Banner Ad — 728 x 90 pixels (desktop) and 300 x 50 pixels (mobile): **\$350 per month**
- Sidebar Square Ad — 300 x 250 pixels: **\$250 per month**
- Bottom Banner Ad — 728 x 90 pixels (desktop) and 300 x 50 pixels (mobile): **\$200 per month**

### E-NEWSLETTER AND SOCIAL MEDIA RATES

- Leader Board Banner Ad — 600 x 250 pixels: **\$1,500 for 3 months**
- Banner Ad — 600 x 120 pixels: **\$115 per week**
- Sponsored Content: **\$320 per week**
- Sponsored Post: Evansville Living Facebook post includes 50-word description, photo, and link: **\$190 per post**
- Boosted posts: **\$250 + additional boost budget**

### SPONSORED EMAIL RATES

- Client provides 2-3 images and 100 words: **\$375 per week**

Please see your account executive for package pricing opportunities.

## 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



### TECHNICAL SPECIFICATIONS

**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 We Transfer. 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



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## MAGAZINE TRIM SIZE: 8.125" X 10.875"

