



# EVANSVILLE

2026 Media Kit *Living*



PRINT • DIGITAL • CUSTOM PUBLISHING

# EVANSVILLE *Living*

## Where Locals Become Insiders

With more than 25 years of service to our 50,000+ readers, *Evansville Living* has set the standard for editorial excellence with compelling narrative stories and smart, lively human interest pieces since 2000.

*Evansville Living's* experienced writers and designers capture all sides of our city with award-winning and insightful writing, groundbreaking reporting, and stunning full-color design. The content not only reflects the interests of the Tri-State but spurs conversation with its coverage of culture, politics, sports, business, lifestyle, entertainment, dining, and the big personalities unique to our River City.



## We Are the Market Leader



*Evansville Living* and *Evansville Business* consistently deliver trusted, high-quality content that reflects and shapes life in the region. With engaging storytelling, striking design, and a pulse on what matters most to readers — from lifestyle and culture to commerce and community — the magazines have built a loyal audience that advertisers and decision-makers rely on. Their unmatched reach, influence, and credibility make them the premier platforms for connecting with the people who drive Evansville forward.



**AMY BOUCHIE**  
Certified Financial Planner,  
New Horizons Financial Consultants

"Working with *Evansville Living* and *Evansville Business* magazines has truly exceeded my expectations. Since placing ads, we've seen a meaningful increase in inquiries and consultations from people who say they saw us in those publications. The visibility is helping us connect with individuals and families who value thoughtful, life-centered financial planning. Thank you for helping us amplify our message — our growth is real, and I couldn't be more pleased."



**JEFF KNIESE**  
Senior Vice President & Chief  
Business Development Officer,  
First Federal Savings Bank

"*Evansville Living* and *Evansville Business* have given First Federal Savings Bank a powerful platform to connect with the heart of our community. Their coverage celebrates local strengths — businesses, people, places — that reflect who we are. As a true local bank, being featured has helped us reinforce our commitment to supporting Evansville's growth and prosperity. It's not just promotion — it's partnership."



**DIANA SCHNAKENBURG**  
Broker, F.C. Tucker Emge  
Realtors®

"*Evansville Living* has been an invaluable partner in growing my real estate business. Its reach and reputation help me connect with clients who are ready to make a move. Each ad strengthens my visibility and reinforces the trust people place in me."

# The *Evansville Living* Brand



## MAGAZINE

**50,000** Readers  
**13** Issues Per Year



## WEBSITE

**15,000** Average Monthly Visitors  
**27,000** Average Monthly Pageviews



## E-NEWSLETTERS

**14,000** Opted-In Email Subscribers  
**35%** Average Open Rate



## SOCIAL MEDIA

**37,000** Followers  
**22,000** Facebook  
**6,300** Instagram  
**7,900** X  
**700** LinkedIn



## DIGITAL EDITION

Tablet, mobile, and desktop  
Flipbook  
Hyperlinks

# Readership Profile

## OUR READERS COVER A WIDE DEMOGRAPHIC

AGE 21-44	AGE 45+
<b>46%</b>	<b>54%</b>
FEMALE	MALE
<b>61%</b>	<b>39%</b>

## OUR READERS ARE AFFLUENT

<b>79%</b>	<b>21%</b>
Household income \$100,000 - \$199,000 (Market 19%)	Household income \$200,000+ (Market 5%)

## OUR READERS ARE WELL-EDUCATED

**64%**  
College graduates or higher (Market 28%)

## OUR READERS ARE DEVOTED

**56%**  
Keep their magazine for one month or more

## OUR READERS ARE SHOPPING

**73%**  
Purchase products advertised in our magazines

## PRINT + DIGITAL + SOCIAL + EMAIL TOTAL REACH

**94,000**  
TOTAL GROSS CONTACTS

# Trusted Content, Local Insight

Readers turn to *Evansville Living* and *Evansville Business* for stories that matter most in our community. From in-depth features and lifestyle inspiration to business trends and profiles of local leaders, our magazines deliver engaging, reliable content that keeps readers informed, connected, and inspired.



## THE BEND

*Evansville Living* editors keep an eye on the standout stories that make this city a great place to live. Nodding at Evansville's place on an Ohio River oxbow, this section tells slice-of-life stories of the region's unique people, culture, and history.



## DWELL

Those who want to live well find plenty of inspiration here, with content including captivating interior design, stunning architecture, and gardens that look as sweet as they smell.



## SAVOR

Readers turn to *Evansville Living* for a taste of the region's diverse food scene, culinary leaders, and establishments to visit. From the dining directory to reviews and recipes, this section has plenty to sample — readers come away hungry for more.



## PERSONALITIES

Who is making things happen? Readers are introduced to leaders, community members, and changemakers through lively profiles that capture their passions and motivations and reflect the city's diverse spirit.



## BUSINESS FRONT

Readers look to *Evansville Business* for insight into local developments, government initiatives, and news mixed with profiles on industry leaders, interesting careers, and a peek into impressive office spaces.



## IN THE NEWS

Stay informed with the latest news about hirings and promotions, as well as business growth and expansions, plus spotlights on regional achievements, trailblazing leaders, and notable companies.



## BACK TALK

Each issue of *Evansville Business* ends with a Q&A with an influential leader on the steps to their success, what motivates them, and key observations on the city's business community.

# EVANSVILLE Living

For a quarter of a century, *Evansville Living* has been 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.

ISSUE	EDITORIAL FOCUS	SPECIAL SECTIONS	SPACE DEADLINE	MATERIALS DUE
JAN/FEB	Let It Go: Organize Your Life	Be Well Evansville + Wedding Book Granted House of Hope	DECEMBER 3	DECEMBER 5
MAR/APR	Foodie Travel Destinations	Summer Travel Guide + Education + Visit Jasper	FEBRUARY 4	FEBRUARY 6
CITY VIEW	Insider's Guide to Evansville	Area Attractions	FEBRUARY 23	FEBRUARY 26
MAY/JUNE	Most Beautiful Homes	At Home	APRIL 8	APRIL 10
JUL/AUG	America Celebrates 250 Years	Dine + Visit Henderson, KY	JUNE 3	JUNE 5
SEPT/OCT	Best of Evansville	Best of Evansville Gallery + Evansville's Authority + Automotive Guide	AUGUST 5	AUGUST 7
NOV/DEC	Regional Makers and Creatives	Holiday Gift Guide + Doctor Profiles	OCTOBER 1	OCTOBER 5

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

## ADVERTISING 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	\$4,250
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	\$1,080

## AD SPECS

Two Page Spread w/Bleed	17" X 11.125"
Full Page w/Bleed	8.625" X 11.125"
Full Page	7.125" X 9.625"
2/3 Page	4.6875" X 9.625"
1/2 Page	7.125" X 4.75"
1/3 Page Vertical	2.25" X 9.625"
1/3 Page Square	4.6875" X 4.75"
1/4 Page Vertical	3.5" X 4.75"
1/6 Page Horizontal	4.6875" X 2.25"
1/6 Page Vertical	2.25" X 4.75"

**THE Wedding Book**

YOUR GUIDE TO PLANNING THE ULTIMATE WEDDING!

Venues, Catering, & Much More!

*Tying the Knot*

Six married Tri-State couples share how they created their special day.

Say "I Do" with an easy wedding checklist!

**BIAGGI'S**

RESTORANTE ITALIANO

6401 E. Lloyd Expressway | 812-421-0800 | biaggis.com

**HENDERSON KENTUCKY**

*Southern Hospitality*

Your Guide to Shopping, Dining, Events, and more!

**The Rug Merchant**

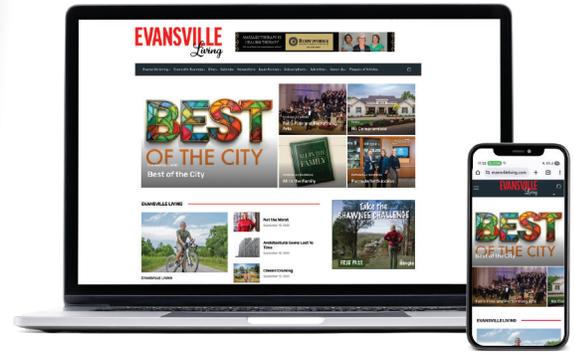
10791 Lincoln Ave. • 812-422-3328 • @therugmerchantllc

404-343-9338 • 3033 Lincoln Ave. • @therugmerchantevansville



# Evansville's Digital Destination

From engaging articles and insider guides to vibrant social media and email newsletters, *Evansville Living* connects with readers wherever they are. Our trusted local voice and expansive digital reach make us the go-to source for content that inspires — and the premier platform for advertisers who want to reach an active, loyal, and growing audience online. All of our magazines are housed digitally through Issuu.com with provided hyperlinks.



Navigator publishes on Monday and Insider publishes on Thursday.

## EVANSVILLELIVING.COM RATES

- **Leader Board Banner Ad: \$425 per month**  
728 x 90 pixels (desktop)  
300 x 50 pixels (mobile)
- **Sidebar Square Ad: \$300 per month**  
300 x 250 pixels
- **Bottom Banner Ad: \$225 per month**  
728 x 90 pixels (desktop)  
300 x 50 pixels (mobile)
- **Digital Cube: \$400 for 2 weeks**  
(6-sided rotating cube)  
Six 600 x 600 pixel images

## E-NEWSLETTERS RATES

- **Leader Board Banner Ad: \$2,000 for 3 months**  
600 x 120 pixels
- **Banner Ad: \$200 per week**  
600 x 120 pixels
- **Sponsored Content: \$400 per week**  
Includes image, description, and link

## SPONSORED EMAIL RATE

- **\$600 per week**  
Client provides 2-3 images and 100 words

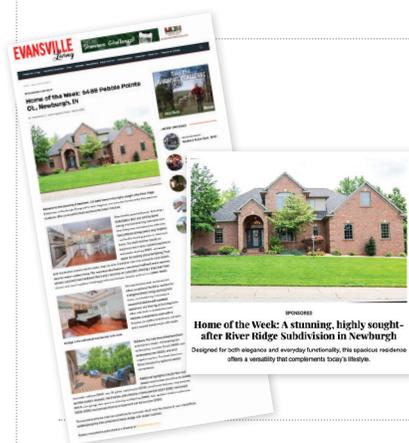
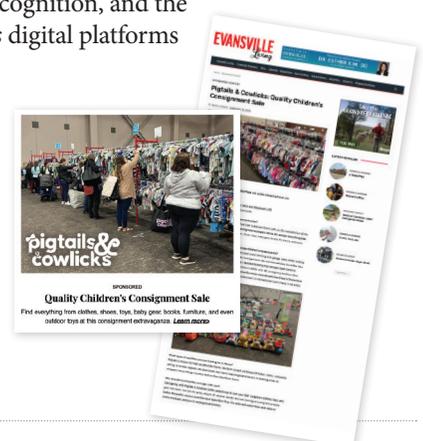
## Tell Your Story

From our website and e-newsletters to social media platforms, our digital reach extends the power of your message beyond print, delivering it directly to readers where they spend their time every day. With high engagement, trusted brand recognition, and the ability to target audiences in real time, *Evansville Living's* digital platforms ensure your story is seen, shared, and remembered.

### SPONSORED CONTENT - 1 WEEK \$400 • 4 WEEKS \$1,400

Put your brand in front of thousands of engaged readers through *Evansville Living's* e-newsletters (Navigator and Insider) and website. Sponsored content drives attention, builds trust, and delivers measurable impact.

- Premium location in e-newsletters
- Dedicated landing page on evansvilleliving.com with client link



### HOME OF THE WEEK - 1 WEEK \$400

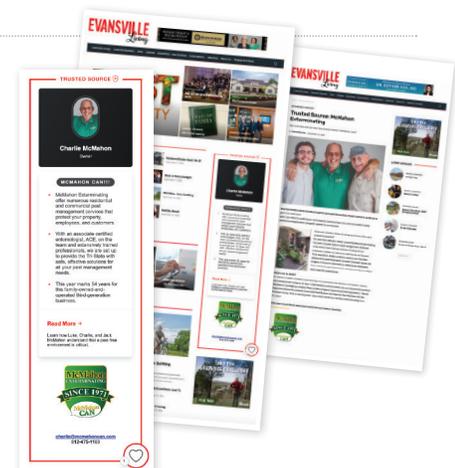
Feature your property as the Home of the Week in our e-newsletters. With standout photos, direct links, and thousands of regional readers, this package drives attention and action straight to your listing.

- Premium location in both e-newsletters
- Dedicated landing page on evansvilleliving.com linked to MLS listing

### TRUSTED SOURCE - 2 MONTHS \$1,200

Align your brand with the area's most trusted lifestyle source. Readers turn to us for recommendations, inspiration, and reliable local insight — and that trust extends to the businesses we feature. By showcasing your products or services alongside our respected content, you gain credibility, visibility, and direct connection with a highly engaged audience that values local expertise.

- Photo with 3 insights side banner ad on evansvilleliving.com
- Landing page with a 500 word story, website link, and logo



**EVANSVILLELIVING.COM\***

**27,000**  
Pageviews per month

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**INSIDER & NAVIGATOR E-NEWSLETTERS**

**14,000**  
Subscribers

**35% OPEN RATE!**

**SOCIAL MEDIA**

**37,000**  
Followers

\* 2025 Publication Audit Report, Circulation Verification Council

# Custom Publishing

Tucker Publishing Group, Inc.'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. Contact your Account Executive for a quote.



## AD MATERIAL REQUIREMENTS

### MAGAZINE TRIM SIZE

EVANSVILLE LIVING: 8.375" x 10.875"

EVANSVILLE BUSINESS: 8.125" x 10.875"

<p><b>TWO-PAGE SPREAD (BLEED)</b></p> <p>EVANSVILLE LIVING: 17" X 11.125"</p> <p>EVANSVILLE BUSINESS: 16.5" X 11.125"</p>	<p>LEAVE 1" GUTTER IN CENTER AND .375" INSIDE THE TRIM SIZE EDGES FOR ALL LIVE MATERIAL</p>
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<p><b>FULL PAGE (BLEED)</b></p> <p>EVANSVILLE LIVING: 8.625" X 11.125"</p> <p>EVANSVILLE BUSINESS: 8.375" X 11.125"</p> <p>LEAVE .375" INSIDE THE TRIM SIZE EDGES FOR ALL LIVE MATERIAL</p>	<p><b>FULL PAGE (NO BLEED)</b> 7.125" X 9.625"</p>
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<p><b>2/3 VERTICAL (NO BLEED)</b> 4.6875" X 9.625"</p>	<p><b>1/2 HORIZONTAL</b> 7.125" X 4.75"</p>
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<p><b>1/3 VERT. (NO BLEED)</b> 2.25" X 9.625"</p>	<p><b>1/3 SQUARE</b> 4.6875" X 4.75"</p>	<p><b>1/4 VERTICAL</b> 3.5" X 4.75"</p>
<p><b>1/6 VERT.</b> 2.25" X 4.75"</p>	<p><b>1/6 HORIZONTAL</b> 4.6875" X 2.25"</p>	

### TECHNICAL SPECIFICATIONS

**Print-Ready Ads:** All client-provided ads must be submitted digitally as PDF files only. All files must be final, color corrected, and 300 DPI, with colors and images in CMYK mode.

**Digital-Ready Ads:** All client-provided ads must be submitted digitally as JPEG files only. All files must be final, color corrected, and 72 DPI, with colors and images in RGB mode.

**Ad Submission:** Upload print PDF ads, digital JPEG ads, and all other ad material files through the **Customer Portal: [portal.mirabeltechnologies.com/signup/1995/](http://portal.mirabeltechnologies.com/signup/1995/)** 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, Inc., 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 a \$75 per hour.

**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. Invoice statements are sent from: [accounts@evansvilleliving.com](mailto:accounts@evansvilleliving.com).

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

## CONTACT INFORMATION



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## THANK YOU FOR BEING A VALUED ADVERTISING PARTNER!

Please sign up for your complimentary 1-year subscription to *Evansville Living* and *Evansville Business* magazines. Visit [evansvilleliving.com](http://evansvilleliving.com) and use code "ADVCOMP" or scan the QR code.

