



2020 MEDIA KIT



PUBLISHERS OF REAL LIVE
LOCAL MAGAZINES FOR
20 YEARS. #READLOCAL

Your local partner for expanding reach and brand loyalty



TUCKER PUBLISHING GROUP KNOWS EVANSVILLE

We've been the city's magazines since 2000.

We've won dozens of national and state awards for excellence in writing, design, and community involvement. Our readers spend money to spend time with us, and we reward them for that commitment with top-notch storytelling and stunning photography.

A locally owned and operated company, we have built an audience that looks to us for information about where to eat, shop, and live. Through our dynamic fleet of products, we reveal the best in local culture, dining, home, health, and much more. We connect readers, online followers, and event attendees with Evansville.

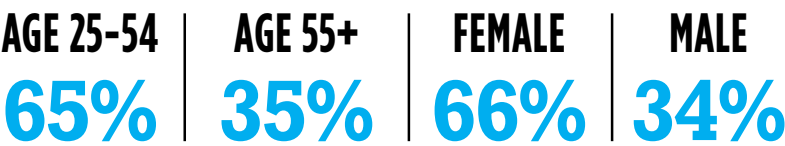
MORE THAN 50,000 PEOPLE READ OUR MAGAZINE EVERY MONTH

The Circulation Verification Council (CVC) provides an independent and annual audit for *Evansville Living* to ensure all copies are distributed as promoted. *Evansville Living* has a verified circulation of 10,693. With an average pass-along rate of five (city and regional magazines boast among the highest pass-along rates of all magazines).

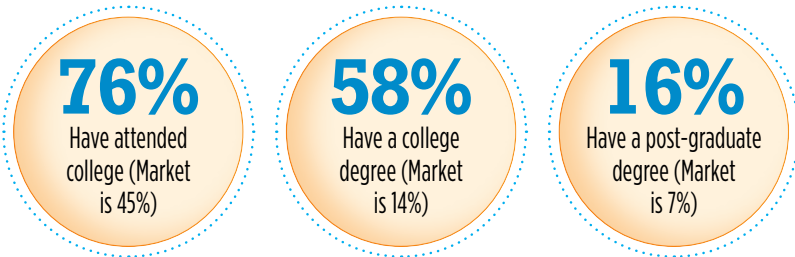


READER PROFILE

AGE AND GENDER



OUR READERS ARE WELL-EDUCATED



OUR READERS ARE AFFLUENT (HHI)



OUR READERS ARE DEVOTED



WHAT OUR ADVERTISERS SAY

“Based on the demographic research we have received, *Evansville Living*’s subscriber base has long been the ideal targeted audience for our product advertisement. We are very pleased with the ROI on the ads we have placed over the years and plan to continue our relationship with the publication.”

— MARK A. GOAD, BRANCH MANAGER,
PELLA WINDOWS & DOORS

“For us at Give a Dog a Bone, *Evansville Living* is a perfect fit for promoting our unique pet goods and educating the community about dog and cat nutrition. Being a small business, it’s important for us to partner with like-minded people who care about shopping local and supporting the community. It’s been a pleasure working with them.”

— LIZ AND QUINCY ZIKMUND, GIVE A DOG A BONE

EVANSVILLE *Living*



Evansville Living is the leading voice of Evansville's culture and lifestyle, delivering vibrant content on the latest in home, health, dining, entertainment, and cultural trends. As member of the City & Regional Magazine Association, we adhere to the highest standards of editorial integrity.

Evansville Living City View is an annual publication highlighting Evansville and is on the newsstand for the entire year. With a 30-percent higher distribution rate, it is utilized by hotels, corporations, universities, hospitals, and other organizations to introduce our community in an attractive and informative way. It includes a comprehensive guide of nonprofit and charitable events for the entire year.

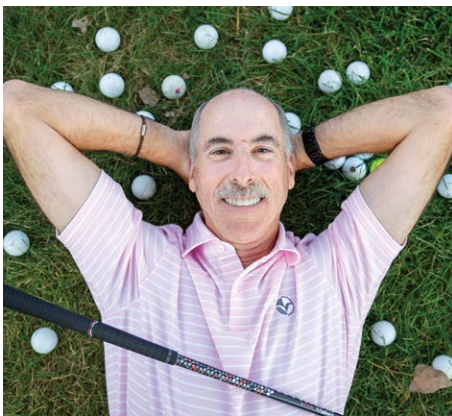


2020 SPECIAL ADVERTISING SECTIONS

ISSUE DATE	SPECIAL AD SECTIONS	AD SPACE CLOSE	MATERIALS DUE
January/February	Healthy Living Wedding Book	Wed., Nov. 27, 2019	Wed., Dec. 4, 2019
March/April	Summer Travel Guide Local Learning and Education	Fri., Feb. 7, 2020	Wed., Feb. 12, 2020
May/June	At Home Newburgh Wine Festival	Fri., April 3, 2020	Wed., April 8, 2020
July/August	Dine Dentist Profiles	Fri., June 5, 2020	Wed., June 10, 2020
September/October	Retail Deals Automotive Best Of Evansville Gallery	Fri., Aug. 7, 2020	Wed., Aug. 12, 2020
Idea Home October 2020	Idea Home Sponsors	Fri., Sept. 4, 2020	Wed., Sept. 9, 2020
November/December	Holiday Gift Guide Doctor Profiles	Fri., Oct. 2, 2020	Wed., Oct. 7, 2020
2020 City View	Area Attractions	Fri., Jan. 3, 2020	Wed., Jan. 8, 2020

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

EVANSVILLE Business



Evansville Business delivers engaging and informative editorial 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 Tri-State's first magazine solely dedicated to business. Subscribers to *Evansville Living* automatically receive *Evansville Business*, which increases the visibility of your message.



2020 SPECIAL ADVERTISING SECTIONS

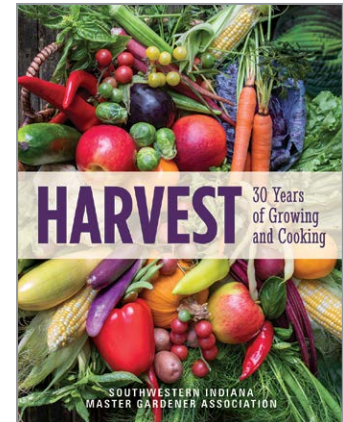
ISSUE DATE	SPECIAL AD SECTIONS	AD SPACE CLOSE	MATERIALS DUE
February/March	Commercial Construction and Real Estate Development	Fri., Jan. 10, 2020	Wed., Jan. 15, 2020
April/May	Next Generation of Leaders Technology Banking and Credit Unions	Fri., March 6, 2020	Wed., March 11, 2020
June/July	Lawyer Profiles Environmental Stewards	Fri., May 1, 2020	Wed., May 8, 2020
August/September	Leading Women in Business Meeting and Event Planning	Fri., July 3, 2020	Wed., July 8, 2020
October/November	Evansville Gives Financial and Insurance Planning	Fri., Sept. 4, 2020	Wed., Sept. 9, 2020
December/January	Family-Owned Business Company Awards Showcase	Fri., Oct. 30, 2020	Wed., Nov. 4, 2020

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

ADDITIONAL OPPORTUNITIES

CUSTOM PUBLISHING

Tucker Publishing Group's Custom 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. Call your account executive for a custom quote.



DIGITAL AND SOCIAL MEDIA

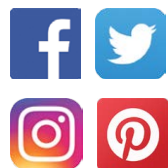
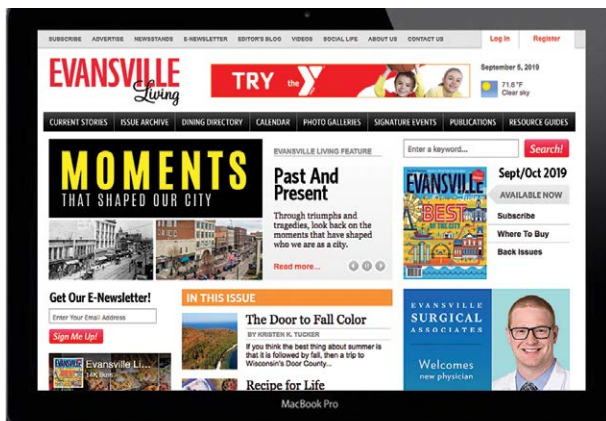
Evansvilleliving.com offers banner ads, premium listings, and sponsored posts to help drive traffic to your site. Extend your reach to a new audience beyond the readers of our print magazines and enhance your online presence.

Our social media platforms are well-followed in the area, with high-ranking, popular accounts on Facebook, Twitter, Instagram, and Pinterest.

Short Cuts weekly e-newsletter is the inside guide to what's top and trending, featuring

connections to our stories, current happenings, and event information. It is emailed to more than 8,500 opt-in subscribers every Thursday in a quick, easy-to-read format.

The Mobile App brings the print edition of *Evansville Living* to life to explore on the go. New issues are downloaded bi-monthly for paid subscribers.



OUR DIGITAL PRESENCE

EVANSVILLELIVING.COM

25,000+

Page views per month

E-NEWS

9,130

Subscribers

FACEBOOK

14,100

Followers

TWITTER

7,350

Followers

INSTAGRAM

3,450

Followers

AD MATERIAL REQUIREMENTS

TECHNICAL SPECIFICATIONS

ELECTRONICALLY SUBMITTED ADS: All client-provided ads must be submitted digitally as high-res PDF files only.

FILE REQUIREMENTS: 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 pricing 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. Ad changes after the magazine has gone to press will incur significant costs.

CUSTOM PUBLISHING: Custom publishing is quoted on a per project basis. For more information, contact your account executive.

PHOTOGRAPHY: Our award-winning photographer is available to shoot photos for your ad or custom project. Photos used in TPG publications may be available for purchase online at photos.evansvilleliving.com.

CONTACT INFORMATION



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



JESSICA HOFFMAN
ACCOUNT EXECUTIVE
jhoffman@evansvilleliving.com
812-641-5914



JENNIFER RHOADES
ACCOUNT EXECUTIVE
jennifer@evansvilleliving.com
812-641-5915



ANNIE ADELMAN
SALES COORDINATOR
aadelman@evansvilleliving.com
812-426-2115 x 320



EVANSVILLE
Living

EL EVANSVILLE
LIVING.COM

EVANSVILLE
Business

ShortCuts
WEEKLY E-NEWSLETTER

EVANSVILLE LIVING AND EVANSVILLE BUSINESS
BOOK TRIM SIZE: 8.125" X 10.875"

**TWO-PAGE SPREAD
(BLEED)**
16.5" X 11.125"

LEAVE 1" GUTTER IN CENTER
AND .375" INSIDE THE TRIM
SIZE EDGES FOR ALL LIVE
MATERIAL

**FULL PAGE
(BLEED)**
8.375" X 11.125"

LEAVE .375" INSIDE THE
TRIM SIZE EDGES FOR ALL
LIVE MATERIAL

**FULL PAGE
(NO BLEED)**
7.125" X 9.875"

**2/3 VERTICAL
(NO BLEED)**
4.7" X 9.875"

1/2 HORIZONTAL
7.125" X 4.875"

**1/3
VERTICAL
(NO BLEED)**
2.275" X
9.875"

1/3 SQUARE
4.7" X 4.875"

**1/4
VERTICAL**
3.5" X 4.875"

**1/6
VERTICAL**
2.275" X
4.875"

1/6 HORIZONTAL
4.7" X 2.275"

DIGITAL AD SIZES

FULL BANNER - 468 X 60 PIXELS • **MEDIUM RECTANGLE (SHORT CUTS)**
300 X 250 PIXELS • **SMALL RECTANGLE** - 300 X 100 PIXELS

CALL: 812-426-2115 | **VISIT:** 25 N.W. Riverside Drive, Ste. 200, Evansville, IN 47708 | **ONLINE:** evansvilleliving.com