



KENTUCKY DEPARTMENT OF TOURISM **FY24 CO-OP PROGRAM**

APRIL 26, 2023

TEAM
KENTUCKY
DEPARTMENT OF TOURISM

miles
PARTNERSHIP

with you
today



Cynthia Kendrick
Account Director



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Media Planner

agenda

- Program Overview
- Product Opportunities
 - Kentucky Tourism Marketing Inclusion
 - Custom Content
- Pricing
- Next Steps

CY23 PROGRAM HIGHLIGHTS

- **350k Official Visitor's Guides printed** and more than **100k views** of the online Guide – delivering more than **1M impressions** for advertisers.
- More than **2M Kentucky Tourism eNewsletters** were delivered with a **50% open rate** and **2.48% CTR**.
 - Nearly **1M custom emails** were delivered with a **53% open rate** and **1.95% CTR**
- The Kentucky Tourism website had more than **3.5M sessions** and delivered **800k clicks** to partner sites.
- Social takeover posts were among the **top performing posts** of 2022 for impressions and engagements.
 - Three-day takeovers averaged more than **100k impressions each** with more than **3k engagements each**
- Programmatic retargeting campaigns consistently overdelivered impressions with an average **0.11% CTR**.

FY24 CO-OP PROGRAM INTRODUCTION

Kentucky Tourism's co-op program is crafted to provide value and benefit to all partners.

The program provides a broad range of opportunities to reach qualified leads at a variety of price points.

By smartly leveraging our state's collective offerings and investments in this program, we'll continue growing tourism's positive impact on Kentucky's economy and quality of life.

Program Benefits:

- Access to agency creative services
- Access to negotiated rates and premium inventory
- Affordable custom opportunities
- Website traffic
- Detailed reporting
- Kentucky Tourism matching funds

program
goals

- Offer a mix of marketing channels to drive awareness and consideration of Kentucky Tourism partners.
- Provide flexible and affordable marketing opportunities.
- Deliver measurable results.
- Leverage state resources and partner budgets to maximize the industry's overall economic impact.

WHO CAN PARTICIPATE?

- Destination Marketing Organizations
- Tourism-related businesses, attractions and events, including:
 - Cultural and historic sites
 - Theme parks, zoos and aquariums
 - Distilleries, wineries and breweries
 - Lodging establishments
 - Recreational activity providers and outfitters
 - Local shops and restaurants
 - And more!

co-op program
overview

FY24 Product Offerings

- **Kentucky Tourism Marketing products** are “owned” by the state and available for partner promotion – this includes: KY Visitor’s Guide, KentuckyTourism.com, eNews, and social media channels.
- **Custom Content** program provides Miles Partnership services at Kentucky Tourism rates to produce written and visual assets for partners that is also promoted on the Kentucky Tourism website.
- **Advertising opportunities** allow partners to participate in reduced-cost local and regional advertising with the state and its partners.
- **Packages** are the best way to bundle co-op products for a comprehensive marketing effort at reduced rates.

FY24 PRODUCTS AT-A-GLANCE

Kentucky Tourism Marketing

- Official Visitor's Guide
- eNews
- Leads
- Website Promotion
 - Deals
 - Featured Business Listings
- Social Media Takeovers

Custom Content

- Articles
- Videos
- Apple Maps Guides

Advertising Opportunities

- Print Advertorials
- Digital Options
 - Native & Display
 - Video
 - OOH
 - SEM
 - Rich Media

A photograph of two women sitting on a brown leather sofa in a bar or lounge. The woman on the left has blonde hair and is wearing a white top and a denim skirt. The woman on the right has dark curly hair and is wearing a red top and light blue jeans. They are both laughing and holding drinks. In the background, there is a bar with a wooden sign that says 'WITHOUT CACHE'. Two other people are visible behind the bar. The scene is lit with warm, ambient lighting.

Kentucky Tourism Marketing Products

KENTUCKY TOURISM VISITOR'S GUIDE

Research shows that visitor guides remain highly valued and influential to travel decisions.

Each year, approximately **350,000 copies** of the Kentucky's Visitor's Guide are distributed at Welcome Centers, travel shows and in response to direct requests. The guide is also made available digitally on the Kentucky Tourism website.

Opportunities:

- Print guide ads
- Digital ads and content



digital guide interstitial



HEAVEN HILL
EST DISTILLERY 1935

Come Lift Your Spirit™

We love visitors. So next time you're in town, stop by, say hi, and join us for a tasting or cocktail. Find us in Bardonia at the Heaven Hill Bourbon Experience, or in Louisville at the Evan Williams Bourbon Experience.

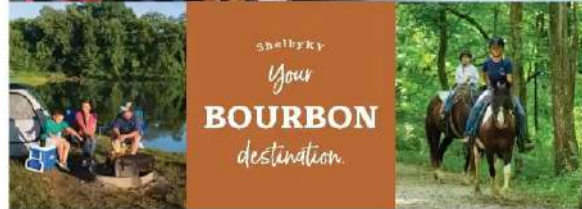
One Award-Winning Distillery,
Two Unforgettable Experiences.

Reservations.heavenhill.com
502-272-2623



Evan Williams Bourbon Experience
528 W. Main St., Louisville, KY 40202

Heaven Hill Bourbon Experience | 1311 Gilkey Run Rd., Bardonia, KY 40004



shelbyky
Your
BOURBON
destination.

Bourbon, horses & outdoor adventure

ShelbyKY is the perfect Kentucky getaway. Home to two distilleries, brand-name and boutique lodging, one-of-a-kind dining, and fun-filled outdoor recreation, there's no shortage of adventure to find in Shelbyville, Simpsonville, and Shelby County.


Discover Your Bourbon Destination at visitshelbyky.com.

SHELBYKY
TOURISM



DIGITAL GUIDE: NATIVE CONTENT + BANNER AD

Contents View - The Official Kentucky Visitor's Guide 2023



Radcliff-Fort Knox Convention & Tourism Co... 12/22/2022


Discover the City of Radcliff


Sponsored Content

A TOUR AND TASTE OF KENTUCKY SPIRITS

Boundary Oak Distillery originated on a farm with a natural limestone spring, which the owner used to create


The Official Kentucky Visitor's Guide 2023
The Official Kentucky Visitor's Guide 2023





Danville
KENTUCKY
Historically Bold

It All Starts Here!





12/22/2022

Bluegrass, Horses, Bourbon & Boone

While you can ride, pet and admire horses throughout the Bluegrass State, this is definitely the heart of Kentucky Horse Country. Hundreds of farms blanket pastoral countryside.

The Official Kentucky Visitor's Guide 2023
The Official Kentucky Visitor's Guide 2023






12/22/2022

Northern Kentucky River

Good times roll along the Ohio River at the confluence of history, colorful characters and bourbon. Begin with The B-Line, Northern Kentucky's own bourbon experience featuring stops across distilleries, bars and

The Official Kentucky Visitor's Guide 2023
The Official Kentucky Visitor's Guide 2023



Native Content

Banner Ad

KENTUCKY TOURISM ENEWS PROGRAM

With nearly 100,000 opt-in subscribers, the Kentucky Tourism eNews program can be used to advertise travel spotlights, deals, events and more to an engaged audience interested in Kentucky travel.

Opportunities:

- Monthly sponsored content
- 100% share of voice eNews
 - Full-list custom
 - Segmented audience

2022 by the Numbers



2 Million+
Emails Sent



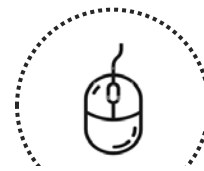
99.65%
Delivery Rate



0.1%
Unsubscribe Rate



1,006,475
Opens



53,092
Clicks



2.48%
Click-Thru Rate

eNews placements

KENTUCKY
Department of Tourism

Plan Time to Horse-Around in Kentucky!

It's Derby time in the Bluegrass! There's no shortage of ways to join in the celebration. Visit 16 horse farms, design your own Derby hat, check out new articles at the Kentucky Derby Museum, participate in one of many Derby Festival events and so much more. Plan your trip to Kentucky and come celebrate with us!

[DISCOVER DERBY NOW](#)

Discover Your Inner Equine in Bowling Green

Stouffon on the Banks

Competition: The Complete Kentucky Experience

Discover the Spirit of Bluegrass

Equine-Friendly Adventures in Kentucky

Believe in the Legend

Visit a Retirement Horse Farm

Kentucky Festivals and Events

Get your FREE copy of the 2023 Official Kentucky Visitor's Guide.

TEAM KENTUCKY

Monthly
KDT Content

Row 1

Row 2

Row 3

Custom / Segmented

KENTUCKY
Department of Tourism

Taste Bourbon From Over 30 Distilleries for Just \$50

BBQ & Barrels Serves Two of Owensboro's Greatest Traditions With Authentic Barbecue and Historic Bourbon

Pre-prohibition, Owensboro, Kentucky, was the second largest bourbon producer in the world. Fertile land for growing corn and access to the Ohio River made it the perfect place to call Kentucky's spirit home. Now you know us for BBQ. Come taste our past when two great traditions meet for a sensory event like no other. For just \$50, immerse yourself in a bbq state of mind with bourbon at the front.

[PURCHASE TICKETS HERE](#)

Get your **FREE** copy of the **2023 Official Kentucky Visitor's Guide**, packed with trip inspiration, itineraries and more.

[ORDER NOW](#)

[Twitter](#) [YouTube](#) [Instagram](#) [Facebook](#)

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TEAM KENTUCKY

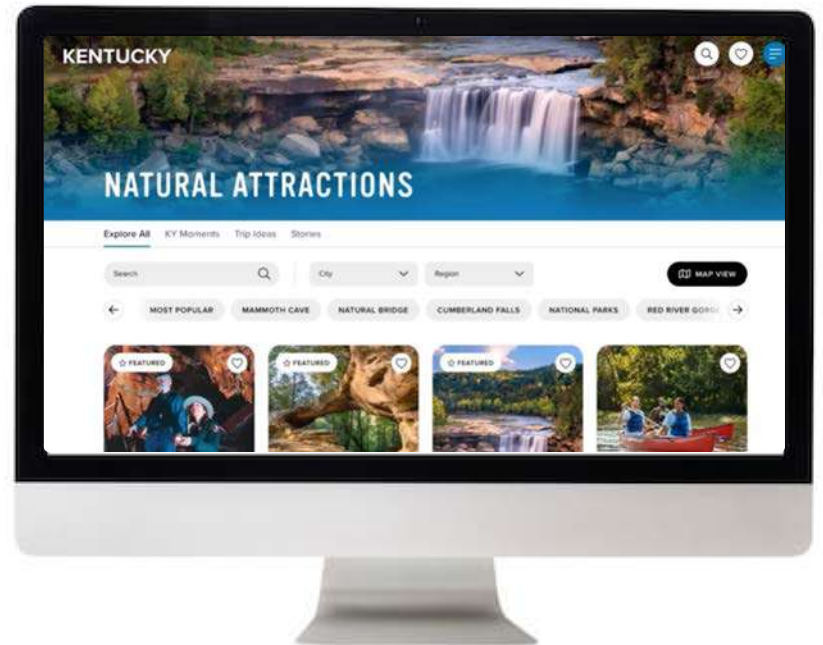
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KENTUCKY TOURISM WEBSITE

With **3.5M visitors** annually, the Kentucky Tourism website reaches a highly-qualified audience interested in visiting Kentucky.

Opportunities:

- Leads
- Deals
- Featured Business Listings



SOCIAL MEDIA TAKEOVERS

Build social engagement and increase web traffic by promoting your content on Kentucky Tourism's social channels.

Opportunities:

- 3-Day takeover
- Instagram Story takeover





Custom Content

INTRODUCING PLACES.TRAVEL

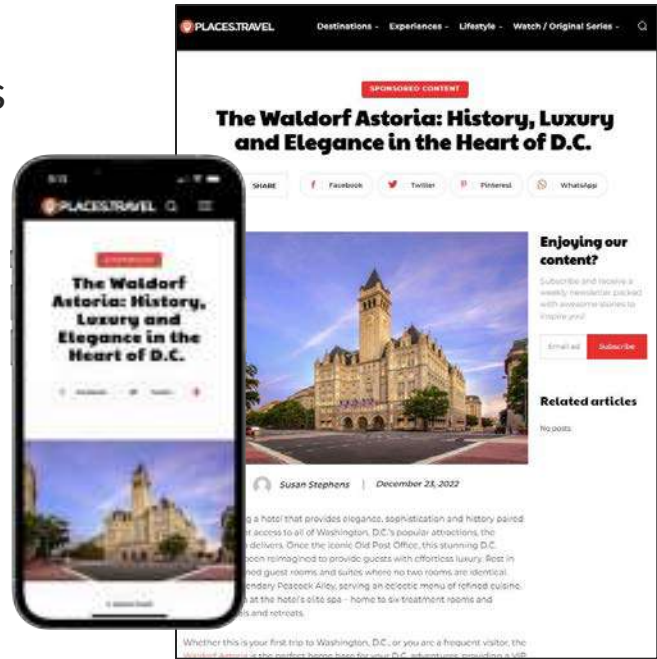
Places.Travel provides relatable, no-hype travel inspiration to a community of travelers seeking authentic, lesser-known, within-reach experiences they can add to their bucket list.

Audience: Travelers craving authentic takes on iconic and unique destinations.

- 25 - 44 Years Old [Millennials & Gen Z]
- \$100K+ Household Income
- College & Graduate School Educated
- 53% Female / 47% Male

By the Numbers:

- 132M Impressions
- 550k+ Active users
- 5:03 Average time on destination custom content



WRITTEN CONTENT OPPORTUNITIES (NEW!)

Work directly with the Miles Partnership production team to strategize and produce custom content for the Kentucky Tourism website. Your custom content will appear on the Kentucky Tourism site for 12 months, as well as be distributed through Places.Travel.

Opportunities:

- **Must-See Short Lists:** Punchy, conversational, photo-driven content pieces that highlight specific attractions, experiences and places of interest.
- **Advertorials:** Designed to educate readers, drive consumer engagement and promote brand awareness.
- **Itineraries:** From must-see attractions to insider tips, places to dine and exciting excursions, itineraries provide travelers with detailed content to help better visualize a potential trip to a destination, whether a weekend getaway, a 24-hour day trip or a multi-day adventure.

PLACES.TRAVEL PROMOTION

All custom content promotion includes:

- Inline links to destination website
- Social sharing capabilities
- Paid and organic social distribution on Places.Travel Facebook & Instagram
- Priority site placement and homepage banner inclusion
- Related story integration
- Weekend Review email inclusion
- One-time campaign-end report

Options	Impressions	Guaranteed Views	Promoted Period
Must-See Short List	145,000	2,300	45 days
Custom Article / Advertorial	200,000	2,300	45 days
Destination Itinerary (1, 2 or 3 Day)	300,000	4,900	60 days

VIDEOS & MORE

Work directly with the Miles Partnership production team to strategize and produce custom video content to use for your marketing initiatives moving forward. Your video will also live on KentuckyTourism.com for 12 months after finalization.

All video packages include:

- 60-90 second experiential music-driven video
- :30s and :15s cuts, 16x9 (*w/ paid advertising rights*)
- :10s cut, 9x16 (*w/ paid social advertising rights*)
- **Added-value:** 2 organic social posts on Places.Travel

Or have it all - take your custom content to the next level with a content bundle that includes custom photo, video and article development.

APPLE MAPS GUIDES (NEW!)

Utilizing the power of Apple Maps, our content creators will craft a thematic guide highlighting a single destination's unique attractions, businesses or neighborhoods – perfect for travelers in both the discovery phase of trip planning and while exploring in-market.

For example:

- Western Kentucky BBQ Trail
- Hatfield-McCoy Tour
- Kentucky's Moonshine Trail
- Sheltopee Trace Adventures



A man and a young boy are rafting down a river. They are both wearing blue and green life jackets and are smiling. The raft is blue and green, and they are holding onto the sides. The water is splashing around them, and the background shows a forested hillside under a cloudy sky.

Advertising Opportunities

PRINT PROGRAM STRATEGY

20 publications selected from a pool of 38 based upon the following criteria:

- Audience demographics
- Geographic alignment
- CPM
- Rate card discounts
- Travel related content or special features
- Added value inclusion

Timing:

- Fall: September – October
- Spring: March – June



PRINT PROGRAM OVERVIEW

Kentucky Dept. of Tourism will purchase one full-page ad in select publications in the Fall and Spring

- Advertisers can purchase placements in corresponding advertorial spread
- KDT will purchase and run filler in any remaining open space to complete full-pages

Advertiser Benefits:

- Discounted rates
- Professional services through Miles for copy / layout of advertorial space



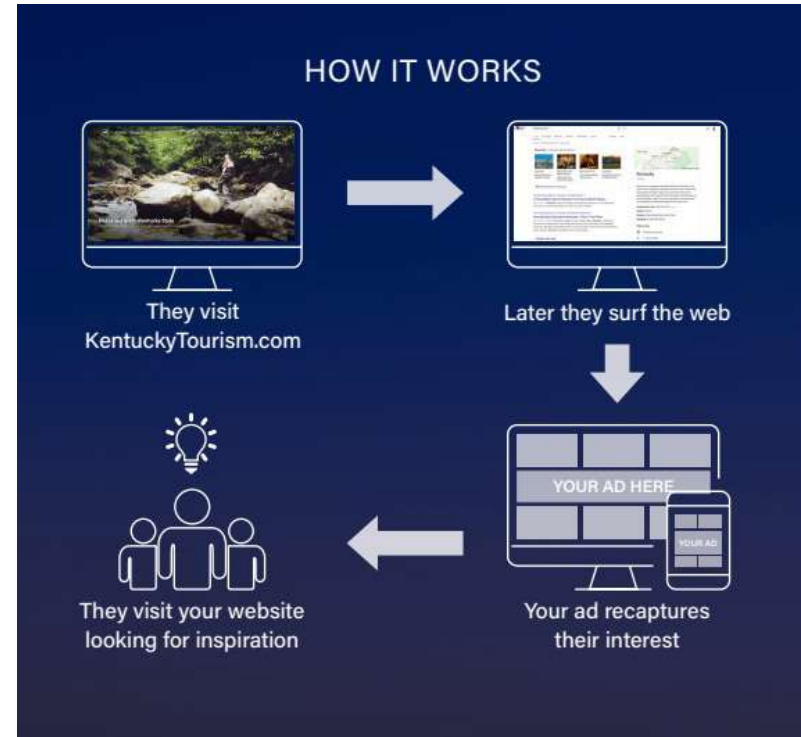
FLOWCHART

Partner		October	November	December	January	February	March	April	May	June	Circulation	Full Page Cost	CPM	Fall Brand Pages	Spring Brand Pages	KDT Brand Cost	
REGIONAL PRINT	Kentucky Monthly										35,000	\$3,400.00	\$97.14	1.00	2.00	\$10,200.00	
	TravelHost										11,500	\$2,550.00	\$221.74	1.00	1.00	\$5,100.00	
	Ohio Magazine										42,870	\$4,585.00	\$106.95		1.00	\$4,585.00	
	Blue Ridge Outdoors Magazine										85,000	\$5,600.00	\$65.88	1.00	1.00	\$11,200.00	
NATIONAL PRINT	AAA Living (Tennessee)										312,191	\$7,600.00	\$24.34		1.00	\$7,600.00	
	AAA World (Central Region)										417,264	\$9,910.00	\$23.75		1.00	\$9,910.00	
	Longweekends										150,000	\$7,770.00	\$51.80		1.00	\$7,770.00	
	Southern Living (Deep South and Midwest)										705,000	\$40,000.00	\$56.74		1.00	\$40,000.00	
	Midwest Living										800,000	\$28,500.00	\$35.63		1.00	\$28,500.00	
	Outside (East of the Mississippi)										337,500	\$25,000.00	\$74.07		1.00	\$25,000.00	
	Southern Lady										130,000	\$4,000.00	\$30.77		1.00	\$4,000.00	
	Atlanta Magazine										60,000	\$5,325.00	\$88.75		1.00	\$5,325.00	
	Chicago Magazine										105,000	\$8,778.00	\$83.60		1.00	\$8,778.00	
	Cincinnati Magazine										30,000	\$4,305.00	\$143.50	1.00	1.00	\$8,610.00	
CITY FOCUSED PRINT	Columbus Monthly										16,000	\$2,560.00	\$160.00	1.00	1.00	\$5,120.00	
	Indianapolis Monthly										30,000	\$4,700.00	\$156.67	1.00	1.00	\$9,400.00	
	Nashville Lifestyles										30,000	\$2,192.00	\$73.07	1.00	1.00	\$4,384.00	
	St. Louis Magazine										35,000	\$5,000.00	\$142.86		1.00	\$5,000.00	
	Texas Monthly										260,000	\$12,668.00	\$48.72		1.00	\$12,668.00	
	Washingtonian										93,617	\$13,680.00	\$146.13		1.00	\$13,680.00	
	Urdertone															\$0.00	
	Adgenuity															\$0.00	
	DIG RICH OOH MEDIA																\$0.00
																\$226,830.00	
															Page Fulfillment Contingency	\$73,170.00	
															KDT Net Budget:	\$300,000.00	
															Contingency:	\$0.00	

AUDIENCE EXTENSION & RETARGETING

The Audience Extension and Retargeting program is your one stop shop to reach an in-the-market travel audience interested in booking their vacation to Kentucky and inspiring them to visit your website.

This programmatic approach allows you to engage with travelers throughout their browsing experience and deliver qualified and engaged traffic to your website.



OTHER DIGITAL OPPORTUNITIES

- **Digital Out-of-Home (NEW!):** Build brand awareness with audiences in-state or regionally in Nashville, Cincinnati and Indianapolis.
- **Rich Media:** Drive brand lift and audience engagement through this unique custom Brand Reveal unit.
- **Search Engine Marketing (SEM):** Reach consumers who are actively looking for content related to your destination, product or services.



Packages



PACKAGE OPTIONS

- Packages are the best way to bundle co-op products for a comprehensive marketing effort at reduced rates
- All packages include added-value products

Bronze	Investment	Silver	Investment	Gold	Investment
OVG ¼ Page Ad	\$3,930	OVG ½ Page Ad	\$7,780	Full Page Ad	\$13,255
Digital OVG Banner Ad	<i>Added-value</i>	Digital OVG Banner Ad	<i>Added-value</i>	Digital OVG Banner Ad	<i>Added-value</i>
eNews Monthly – Sponsored Row 2	\$1,020	eNews Monthly – Sponsored Row 1	\$1,260	eNews (Custom)	\$3,680
Audience Extension & Retargeting (1 mo.)	\$2,000	Audience Extension & Retargeting (1 mo.)	\$2,500	Audience Extension & Retargeting (1 mo.)	\$2,500
Package Total:	\$6,950	Rich Media	\$3,400	Rich Media	\$3,400
		Package Total:	\$14,940	Package Total:	\$22,835

Pricing



visitor's guide
options

Placement	Investment
Premium Placement (FOUR options) <ul style="list-style-type: none">• <i>Inside Front Cover</i>• <i>Facing Inside Front Cover</i>• <i>Inside Back Cover</i>• <i>Facing Inside Back Cover</i>	\$18,130
Full Page (Front of Book)	\$15,275
Full Page	\$13,930
1/2 Page	\$8,095
1/4 Page	\$4,050
1/8 Page	\$2,035
Interstitial (<i>digital only</i>)*	\$215
Banner Ad (<i>digital only</i>)	\$1,070
Native Content (<i>digital only</i>)	\$805

**Only available to print advertisers to provide added support within the digital guide.*

eNews options

Placement	Investment
Monthly - Sponsored Row 1	\$1,310
Monthly - Sponsored Row 2	\$1,050
Monthly - Sponsored Row 3	\$790
Custom - Full Database	\$3,865
Custom Segmented – <i>Double Opt-In</i> <ul style="list-style-type: none">• <i>Adventure & Sports</i>• <i>Food & Drink</i>• <i>Arts & Culture</i>• <i>Horses & Other Attractions</i>	\$2,080

web & social
options

Website Advertising	Investment
Paid Leads Program	\$3 / lead
Deals (<i>min. 3 months</i>)	\$150 / month
Featured Business Listing	\$1,200 / year

Social Media Takeovers	Investment
3-Day Takeover + Boost (Instagram / FB)	\$1,000
Story Takeover + Post (Instagram / FB)	\$795

content
creation

Options	Investment
Must-See Short List	\$2,525
Custom Article / Advertorial	\$2,525
Destination Itinerary (1, 2 or 3 Day)	\$5,125
Article Renewal + Promotion	\$1,925

NEW for 2023:

In addition to placement on KentuckyTourism.com, all custom content will be promoted through Places.Travel.

photo / video
creation

Videos	Investment
New (with shoot)	\$8,480
New (with existing footage)	\$1,980
Renewal	\$2,285

NEW for 2023:

All video packages include b-roll and marketing videos:

- 60-90 second experiential
- Horizontal :30s and :15s
- Vertical :10s

Added-value with new videos:

2 organic social posts on Places.Travel

video
add-ons

Upgrades / Add-Ons	Investment
Content Bundle (Photo / Video / Article) + Places.Travel Promotion	\$13,800
Talent*	\$1,320+
Voice Over	\$900
Kentucky Tourism Social Boost (:10 vertical video)	\$350

**Non-speaking, does not include travel. Actual costs vary depending on project needs, rights, etc.*

APPLE MAPS GUIDE

Includes:

- 8-10 locations and appears on Places.Travel + Apple Maps
- 3 Social Posts on Places.Travel owned channels
- Preferred placement on the destination micro-site
- Inclusion in Weekend Review email
- One-time campaign report

Options	Impressions	Guaranteed Views	Investment
1 Apple Guide	300,000	9,600	\$7,500
2 Apple Guides	350,000	13,600	\$12,000
3 Apple Guides	1,000,000	16,100	\$16,000



PUBLICATION COST OVERVIEW: LOCAL / REGIONAL

Publication	Insertion Date	Full Page	1/2 Page	1/4 Page
Kentucky Monthly	Oct <i>or</i> Mar <i>or</i> Jun	\$3,400	\$1,700	\$850
TravelHost	Fall <i>or</i> Spring	\$2,550	\$1,275	\$637.50
Ohio Magazine	Mar/Apr	\$4,585	\$2,292.50	\$1,146.25
Blue Ridge Outdoors Magazine	Oct <i>or</i> Apr	\$5,600	\$2,800	\$1,400

PUBLICATION COST OVERVIEW: LIFESTYLE

Publication	Insertion Date	Full Page	1/2 Page	1/4 Page
AAA Living (Tennessee)	Mar/Apr/May	\$7,600	\$3,800	\$1,900
AAA World (Central Region)	May/June	\$9,910	\$4,955	\$2,477.50
Longweekends	Spring/Summer	\$7,770	\$3,885	\$1,942.50
Southern Living	April	\$40,000	\$20,000	\$10,000
Midwest Living	Mar/Apr/May	\$28,500	\$14,250	\$7,125
Outside Magazine	May/June	\$25,000	\$12,500	\$6,250
Southern Lady	Mar/Apr	\$4,000	\$2,000	\$1,000

PUBLICATION COST OVERVIEW: CITY-FOCUSED

Publication	Insertion Date	Full Page	1/2 Page	1/4 Page
Nashville Lifestyles	October <i>or</i> March	\$2,192	\$1,096	\$548
Columbus Monthly	October <i>or</i> April	\$2,560	\$1,280	\$640
Cincinnati Magazine	October <i>or</i> April	\$4,305	\$2,152.50	\$1,076.25
Indianapolis Monthly	October <i>or</i> June	\$4,700	\$2,350	\$1,175
St. Louis Magazine	March	\$5,000	\$2,500	\$1,250
Atlanta Magazine	March	\$5,325	\$2,662.50	\$1,331.25
Chicago Magazine	May	\$8,778	\$4,389	\$2,194.50
Texas Monthly	April	\$12,668	\$6,334	\$3,167
Washingtonian	April	\$13,680	\$6,840	\$3,420

DIGITAL ADVERTISING

Placement	Est. Impressions	Investment
Audience Extension & Retargeting - Tier 1	2,000,000	\$15,250 / month
Audience Extension & Retargeting - Tier 2	750,000	\$6,250 / month
Audience Extension & Retargeting - Tier 3 (<i>min. 3 months</i>)	250,000	\$2,750 / month
Pre-Roll (:15s)	145,000	\$2,500 / month
SEM	N/A	\$4,400 / quarter
Digital Out-of-Home - In-state (<i>min. 6 partners</i>)	150,000	\$3,000
Digital Out-of-Home - Nashville, Cincinnati and Indianapolis (<i>min. 6 partners</i>)	250,000	\$5,000
Rich Media (<i>min. 6 partners</i>)	220,000	\$3,400

Next Steps



Co-op interest forms due June 1

Learn more at:
kentuckytourism.com/industry

CONTACTS



Elijah Zimmerman

Co-Op Marketing Manager

cell: 859.469.2721

elijah.zimmerman@milespartnership.com



Many co-op offerings are also eligible for the Kentucky Tourism Matching Funds Program.

For information contact:
Rhonda Nix & Karen Hackett

Appendix: Publications Overview & Demos



PUBLICATION OVERVIEW – REGIONAL PRINT TITLES

Publication	Circulation	Overview
Kentucky Monthly (KY, IN, TN, OH, WV and MO)	35,000	59% Female/ 41% Male Primary demographic ages 45-64 Avg. HHI \$100,000-\$149,000 Readers spend \$10 million annually on overnight stays in KY
TravelHost (KY)	11,500	Quarterly tourism and travel publication distributed through hotels, local tourism offices and local advertisers.
Ohio Magazine (Ohio including Cincinnati, Dayton, Columbus, Toledo, Cleveland, Akron, Canton, and Southeast Ohio)	42,870	63% Female/ 37% Male Primary demographic ages 25-54 with median age of 54 Avg. HHI \$100,000 Active, involved, well educated and affluent audience within a short drive of KY
Blue Ridge Outdoors (Nashville, Knoxville, Charleston/Huntington WV, Washington DC, and Atlanta)	85,000	46% Female/ 53% Male Primary demographic ages 28-64 Avg. HHI \$118,862 Readers average 10 trips/year and will drive 4+hours for adventure travel

PUBLICATION OVERVIEW – NATIONAL PRINT TITLES

Publication	Circulation	Overview
AAA Living (Tennessee)	312,191	55% Female/ 45% Male Average Age: 53 Avg. HHI \$109,000 76% of readers took a trip in the last 12 months with \$3,700 avg. spend
AAA World (Central Region)	417,264	63% Female/ 34% Male Median Age: 55 Avg. HHI \$107,500 79% of readers took a trip in the last 12 months with \$3,100 avg. spend
Longweekends (MO, IN, KY, OH, TN, WV)	150,000	58% Female/ 42% Male Median Age 46 Avg. HHI \$110,0000 68% have a college degree
Southern Living (Deep South and Midwest)	705,000	76% Female/ 24% Male Average Age 54 Avg. HHI \$103,213 58% are avid travelers, 45% family travelers and 35% travel domestically

PUBLICATION OVERVIEW – NATIONAL PRINT TITLES

Publication	Circulation	Overview
Midwest Living (National)	800,000	70% Female/ 30% Male Median Age: 60 Avg. HHI \$77,849 58% prefer domestic travel, spent \$2,000+ on domestic vacations and prefer to take multiple short trips annually
Outside (East of the Mississippi)	337,500	48% Female/ 52% Male Median Age: 40 Avg. HHI \$94,400 86% are planning an outdoor/nature focused trip, 86% plan to stay in a hotel and readers spend \$6,000 average on travel
Southern Lady (National)	130,000	99% Female/ <1% Male Average age: 55-64 Avg. HHI \$168,700 Readers take 3 vacations/year, 86% travel with a spouse/partner, 83% stay in hotels and they average 6 nights per trip

PUBLICATION OVERVIEW – CITY FOCUSED TITLES

Publication	Circulation	Overview
Atlanta Magazine	60,000	58% Female/ 42% Male 87% of readers are ages 25-64 Avg. HHI \$300,000 92% have traveled for business or pleasure in the past 12 months
Chicago Magazine	105,000	51% Female/ 49% Male Average Age: 55 Avg. HHI \$250,000 80% of readers took a domestic trip in the last 12 months
Cincinnati Magazine	30,000	62% Female/ 38% Male Median Age: 52 Avg. HHI \$180,000 63% plan to purchase travel in the next 12 months
Columbus Monthly	16,000	62% Female/ 38% Male 60% are 45 or older Avg. HHI \$196,332 57% are planning an upcoming trip and 72% are interested in travel content

PUBLICATION OVERVIEW – CITY FOCUSED TITLES

Publication	Circulation	Overview
Indianapolis Monthly	30,000	63% Female/ 34% Male Median Age: 53 Avg. HHI \$200,211 75% plan to purchase travel in the next 12 months
Nashville Lifestyles	30,000	65% Female/ 35% Male 70% are ages 25-54 Avg. HHI \$100,000 65% plan to purchase travel in the next 12 months
St. Louis Magazine	35,000	62% Female/ 38% Male 53% are ages 25-54 Avg. HHI \$233,005 92% plan to purchase travel in the next 12 months
Texas Monthly	260,000	50% Female/ 50% Male Primary audience ages 45-64 Avg. HHI \$88,053 52% have taken domestic vacations in the last 12 months
Washingtonian	93,617	63% Female/ 37% Male Average age: 54 Avg. HHI \$337,500 65% of readers use the publication for travel recommendations



Q&A

Thank you

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