

Kentucky Co-Op Publication Overview

The background is a solid blue color. On the right side, there is a large, light blue geometric shape that resembles a stylized arrow or a folded piece of paper, pointing towards the top right. Overlaid on this shape is a white topographic map pattern, consisting of concentric, irregular lines that suggest a landscape with hills and valleys.

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)	11,000	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)	30,659	65% Female/ 35% Male Primary demographic ages 25-54 with median age of 54 Median HHI \$125,000 Active, involved, well educated and affluent audience within a short drive of KY
Illinois Country Living (IL)	80,000	54% Female/ 46% Male Adults 35+ Avg. HHI \$100,000 71% of readers took a domestic trip in the last year and 57% visited a neighboring state



PUBLICATION OVERVIEW – REGIONAL PRINT TITLES

Publication	Circulation	Overview
The Tennessee magazine (TN)	713,317	59% Female/ 41% Male Adults 35+ Avg. HHI \$102,000 Over 70% of readers took a domestic trip in the last year and averaged 3.5 domestic trips
Indiana Connection (IN)	314,225	52% Female/ 48% Male Adults 35+ Avg. HHI \$91,600 Over 70% of readers took a domestic trip in the last year and 48% traveled to a neighboring state
Ohio Cooperative Living (OH)	312,430	5% Female/ 49% Male Adults 35+ Avg. HHI \$87,400 Over 68% of readers took a domestic trip in the last year and averaged 3.1 domestic trips
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
Longweekends (MO, IN, KY, OH, TN, WV)	100,000	58% Female/ 42% Male Median Age 46 Avg. HHI \$110,000 72% have a college degree
Southern Home (National)	100,000	90% Female/ 10% Male Average age 50-64 Avg. HHI \$219,000 The Southern Home reader is affluent, educated, and traveled, and loves all aspects of a beautifully designed home and garden.
Southern Lady (National)	120,000	99% Female/ <1% Male Average age: 55-64 Avg. HHI \$168,700 Readers average 2.7 vacations/year, 80% travel with a spouse/partner, 85% stay in hotels on vacation



PUBLICATION OVERVIEW – NATIONAL PRINT TITLES

Publication	Circulation	Overview
Group Travel Leader (National)	14,000	70% Female/ 30% Male Average age: 40-80 Readers are group travel decision makers, representing anywhere from 20 to 500+ travelers, ranging from students to seniors
Atlanta Magazine	62,000	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 90% of readers took a domestic trip in the last 12 months and 79% have taken 3 or more domestic trips in the last 12 months



PUBLICATION OVERVIEW – CITY FOCUSED PRINT TITLES

Publication	Circulation	Overview
Cincinnati Magazine	30,000	65% Female/ 35% Male Median Age: 52 Avg. HHI \$187,000 63% plan to purchase travel in the next 12 months
Columbus Monthly	16,000	64% Female/ 36% Male 72% are 45 or older Avg. HHI \$196,332 57% are planning an upcoming trip and 72% are interested in travel content
Indianapolis Monthly	30,000	65% Female/ 35% Male Median Age: 54 Avg. HHI \$200,211 75% plan to purchase travel in the next 12 months



PUBLICATION OVERVIEW – CITY FOCUSED PRINT TITLES

Publication	Circulation	Overview
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	31,000	66% Female/ 34% Male 70% are ages 25-64 Avg. HHI \$233,005 92% plan to purchase travel in the next 12 months
Evansville Living	13,000	66% Female/ 34% Male 70% are ages 25-64 Avg. HHI \$233,005 92% plan to purchase travel in the next 12 months



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