



# Package Opportunities

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gold  
**packages**

Components	Investment
Print – 1/2 Page [ <i>You pick: Lifestyle Publication</i> ]	\$4,500
OVG – 1/2 Page	\$7,705
eNews (Row 1)	\$1,250
Digital Package: Display, Native & Rich Media	\$8,000
<b>Est. TOTAL</b>	<b>\$21,455</b>

gold  
**packages**

Components	Investment
Print - 1/2 Page [ <i>Good Housekeeping</i> ]	\$6,618
OVG - 1/2 Page	\$7,705
eNews (Row 1)	\$1,250
Digital Package: Display, Native & Rich Media	\$8,000
<b>TOTAL</b>	<b>\$23,573</b>
KDT Buy-Down	\$6,059
<b>Qualified Advertiser Investment</b>	<b>\$17,514</b>

gold  
**packages**

Components	Investment
Print - 1/2 Page [ <i>Women's Day</i> ]	\$4,523
OVG - 1/2 Page	\$7,705
eNews (Row 1)	\$1,250
Digital Package: Display, Native & Rich Media	\$8,000
<b>TOTAL</b>	<b>\$21,478</b>
KDT Buy-Down	\$5,011.50
<b>Qualified Advertiser Investment</b>	<b>\$16,466.50</b>

gold  
**packages**

Components	Investment
Print - 1/2 Page [ <i>Country Living</i> ]	\$2,405
OVG - 1/2 Page	\$7,705
eNews (Row 1)	\$1,250
Digital Package: Display, Native & Rich Media	\$8,000
<b>TOTAL</b>	<b>\$19,360</b>
KDT Buy-Down	\$3,952.50
<b>Qualified Advertiser Investment</b>	<b>\$15,407.50</b>

# PLANNED PRINT INSERTIONS\*

Partner	Fall Deadlines	FY22 Kentucky Department of Tourism Media Plan											
		August	September	October	November	December	January	February	March	April	May	June	
Kentucky Monthly	1-Sep												
AAA Living - Tennessee													
AAA World													
Country Living	22-Jul												
Good Housekeeping													
Longweekends	13-Jul												
Ohio Magazine													
Woman's Day	27-Jul												
Martha Stewart													
Garden & Gun													
Southern Living													
Atlanta Magazine													
Chicago Magazine	15-Jul												
Cleveland Magazine													
Cincinnati Magazine			Regional (BHBB & CLC)							Regional (BBB & CLC)			
Columbus Monthly			Regional (NKY & BHBB)										
Hour Detroit Magazine													
Indianapolis Monthly	16-Aug		Regional (NKY & CLC)							Regional (BBB & CLC)			
Knoxville Cityviews													
Nashville Lifestyles	20-Aug		Regional (CLC)							Regional (BBB & CLC)			
St. Louis Magazine													
Blue Ridge Outdoors Magazine	2-Aug												

\*May be adjusted based on final KDT print buy and partner interest / participation

print  
**a la carte**

## Lifestyle Publications

Publication	Full-Page	1/2 Page	1/4 Page
<i>General Lifestyle*</i>			
Country Living	\$4,810	\$2,405.00	\$1,202.50
Woman's Day	\$9,045	\$4,522.50	\$2,261.25
Good Housekeeping	\$13,235	\$6,617.50	\$3,308.75
<i>Premium Lifestyle*</i>			
Martha Stewart	\$21,125	\$10,563	\$5,281
Garden & Gun	\$31,324	\$15,662	\$7,831
Southern Living	\$42,200	\$21,100	\$10,550
<i>Outdoor-Specific – not in packages</i>			
ROVA	\$5,100	\$2,550.00	\$1,275.00
Outside Magazine	\$15,000	\$7,500.00	\$3,750.00
<i>Group-Specific – not in packages</i>			
Group Travel Leader	\$3,600	\$1,200	\$900

\*Options for Gold & Platinum Packages

Publications not in packages will be coordinated directly with the publication, and applicable for 90% match