



Package Opportunities

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 |
| TOTAL | \$23,573 |
| KDT Buy-Down | \$6,059 |
| Qualified Advertiser Investment | \$17,514 |

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 |
| TOTAL | \$21,478 |
| KDT Buy-Down | \$5,011.50 |
| Qualified Advertiser Investment | \$16,466.50 |

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 |
| TOTAL | \$19,360 |
| KDT Buy-Down | \$3,952.50 |
| Qualified Advertiser Investment | \$15,407.50 |

platinum
packages

| Components | Investment |
|--|-----------------|
| Print – 1/4 Page <i>[You pick: Lifestyle Publication - Premium]</i> | \$7,900 |
| OVG – Full Page | \$13,255 |
| eNews (Row 1 & Segmented Custom) | \$3,250 |
| Digital Package: Display, Native & Rich Media | \$8,000 |
| Est. TOTAL | \$32,405 |

platinum
packages

| Components | Investment |
|---|-----------------|
| Print - 1/4 Page [<i>Southern Living</i>] | \$10,550 |
| OVG - Full Page | \$13,255 |
| eNews (Row 1 & Segmented Custom) | \$3,250 |
| Digital Package: Display, Native & Rich Media | \$8,000 |
| TOTAL | \$35,055 |
| KDT Buy-Down | \$8,025 |
| Qualified Advertiser Investment | \$27,030 |

platinum
packages

| Components | Investment |
|---|--------------------|
| Print - 1/4 Page [<i>Garden & Gun</i>] | \$7,831 |
| OVG - Full Page | \$13,255 |
| eNews (Row 1 & Segmented Custom) | \$3,250 |
| Digital Package: Display, Native & Rich Media | \$8,000 |
| TOTAL | \$32,336 |
| KDT Buy-Down | \$6,665.50 |
| Qualified Advertiser Investment | \$25,670.50 |

platinum
packages

| Components | Investment |
|---|--------------------|
| Print - 1/4 Page [<i>Martha Stewart Living</i>] | \$5,281.25 |
| OVG - Full Page | \$13,255 |
| eNews (Row 1 & Segmented Custom) | \$3,250 |
| Digital Package: Display, Native & Rich Media | \$8,000 |
| TOTAL | \$29,786.25 |
| KDT Buy-Down | \$5,390.63 |
| Qualified Advertiser Investment | \$24,395.63 |

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