

extol[®]

MEDIA KIT

extol
CELEBRATING SOUTHERN INDIANA - AND BEYOND

extol
CELEBRATING BRIDES + GROOMS - AND *Weddings*

extol 

extol
podcasting

extol MEDIA

 **extol**
digital

extol

2018 MEDIA KIT



ex•tol

/ik'stōl/

To praise enthusiastically.

synonyms: enthuse about,
acclaim, celebrate.



WE DEBUTED EXTOL MAGAZINE in 2015 with the mission of celebrating Southern Indiana and beyond. Since then, we've launched a popular wedding magazine, a publication dedicated to sports and fitness, and partnered with several area businesses and organization to take over production of their publications.

Through hours of research and legwork, our team has refined our distribution strategy and available advertising and marketing plans so that when you advertise with us, you are directly in the hands of the most valuable audience in and around Southern Indiana. We view our advertisers as true partners, which means you will receive the utmost of care and consideration.

In addition to our valued advertisers, Extol Magazine is known for its beautiful design, photos and stories, thanks to our talented team of photographers, writers and art director. Take a look for yourself and see why Extol Magazine is the perfect place to showcase your business and allow our team to assist on a variety of advertising platforms.

Truly,
Angie

Angie Fenton
Editor in Chief



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CELEBRATING SOUTHERN INDIANA - AND BEYOND



Extol Magazine is a bimonthly publication featuring the people, places and organizations in and around Southern Indiana. Each issue highlights unique homes, area restaurants, organizations and people who are making an impact on the lives of others, community businesses, interesting places to visit and experiences to try, health and beauty and much more.

10,000 - 12,000 copies will be distributed each time we publish.

Areas of Interest For Each Month:

- February/March: General
- April/May: Derby and/or Derby Fashion SoIN Style
- June/July: Talented Kids and Home & Garden
- August/September: General/Weddings (Double-issue combined with Extol Weddings)
- October/November: General/Holiday Gift Guide
- December/January: General/Holiday Gift Guide

EXTOL EDITORIAL CALENDAR

| ISSUE | SPACE RESERVATION/ AD CONTENT DUE | PRINT READY ADS DUE |
|---------|--------------------------------------|------------------------|
| Feb/Mar | 1/10/18 | 1/17/18 |
| Apr/May | 3/9/18 | 3/16/18 |
| Jun/Jul | 5/9/18 | 5/16/18 |
| Aug/Sep | 7/11/18 | 7/18/18 |
| Oct/Nov | 9/5/18 | 9/12/18 |
| Dec/Jan | 11/2/18 | 11/9/18 |

DEMOGRAPHICS*

13 counties, 32 cities & over 500 locations

| COUNTY | POPULATION | # OF ISSUES DISTRIBUTED** | READERSHIP | GRP / SHOWING LEVELS*** | AVERAGE PERSONS IN HOUSEHOLD | % WITH HIGH SCHOOL EDUCATION | % WITH COLLEGE EDUCATION | AVERAGE RETAIL \$\$ PER CAPITA PER YEAR | (POTENTIAL) AVERAGE RETAIL \$\$ PER CAPITA PER MONTH | (POTENTIAL) RETAIL SPENT PER MONTH FROM OUR READERSHIP | MEDIAN FAMILY INCOME | OWNER OCCUPIED HOMES |
|----------------|------------|------------------------------|------------|-------------------------------|------------------------------------|------------------------------------|--------------------------------|--|--|--|----------------------------|----------------------------|
| CLARK | 116,031 | 2,570 | 10,280 | 8.86% | 2.60 | 87.9% | 20.2% | \$16,206 | \$1,350.50 | \$6,941,570 | \$58,090 | 71.4% |
| CRAWFORD | 10,536 | 190 | 760 | 7.21% | 2.57 | 82.7% | 9.8% | \$8,429 | \$702.42 | \$224,773 | \$46,073 | 81.1% |
| DUBOIS | 42,552 | 655 | 2,620 | 6.16% | 2.54 | 88.0% | 19.7% | \$21,849 | \$1,820.75 | \$2,439,805 | \$64,286 | 76.8% |
| FLOYD | 76,990 | 2,980 | 11,920 | 15.48% | 2.58 | 89.4% | 26.9% | \$10,259 | \$854.92 | \$5,069,656 | \$63,139 | 71.9% |
| HARRISON | 39,826 | 185 | 740 | 1.86% | 2.69 | 88.7% | 16.9% | \$12,016 | \$1,001.33 | \$350,467 | \$59,316 | 81.0% |
| JEFFERSON | 32,418 | 710 | 2,840 | 8.76% | 2.37 | 86.9% | 17.0% | \$12,007 | \$1,000.58 | \$1,400,817 | \$52,343 | 71.4% |
| ORANGE | 19,335 | 215 | 860 | 4.45% | 2.50 | 83.3% | 11.9% | \$7,922 | \$660.17 | \$264,067 | \$45,874 | 74.7% |
| PERRY | 18,966 | 205 | 820 | 4.32% | 2.40 | 87.0% | 13.4% | \$8,078 | \$673.17 | \$275,998 | \$55,497 | 77.8% |
| SCOTT | 23,730 | 540 | 2,160 | 9.10% | 2.64 | 84.6% | 13.0% | \$10,095 | \$841.25 | \$908,550 | \$46,775 | 73.3% |
| SPENCER | 20,648 | 140 | 560 | 2.71% | 2.54 | 89.4% | 15.3% | \$6,243 | \$520.25 | \$145,670 | \$61,365 | 81.7% |
| WASHINGTON | 27,670 | 150 | 600 | 2.17% | 2.61 | 85.5% | 12.7% | \$7,716 | \$643.00 | \$192,900 | \$45,500 | 76.5% |
| JEFFERSON (KY) | - | 1,500 | 6,000 | - | - | - | - | - | - | - | - | - |
| OLDHAM | - | 110 | 440 | - | - | - | - | - | - | - | - | - |

*Source: US Census Bureau State & County Quick Facts.

**Remining copies are distributed at events throughout the month.

*** Llargers ads or speciality inserts or items make a larger impact.

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CELEBRATING BRIDES + GROOMS - AND

Weddings

Extol Weddings is an annual publication dedicated to highlighting wedding professionals from in and around Southern Indiana. In addition to featuring an array of couples, the issue also offers readers wedding advice from industry professionals, unique venues, the latest bridal trends, culinary options, tips for honeymooners and more.

EXTOL WEDDINGS EDITORIAL CALENDAR

| ISSUE | SPACE RESERATION/ AD CONTENT DUE | PRINT READY ADS DUE |
|---------|-------------------------------------|------------------------|
| Aug/Sep | 7/11/18 | 7/18/18 |

Extol Weddings and Extol August/September is a double issue.



DEMOGRAPHICS*

13 counties, 32 cities & over 500 locations

| COUNTY | POPULATION | # OF ISSUES DISTRIBUTED** | READERSHIP | GRP / SHOWING LEVELS*** | AVERAGE PERSONS IN HOUSEHOLD | % WITH HIGH SCHOOL EDUCATION | % WITH COLLEGE EDUCATION | AVERAGE RETAIL \$\$ PER CAPITA PER YEAR | (POTENTIAL) AVERAGE RETAIL \$\$ PER CAPITA PER MONTH | (POTENTIAL) RETAIL SPENT PER MONTH FROM OUR READERSHIP | MEDIAN FAMILY INCOME | OWNER OCCUPIED HOMES |
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| JEFFERSON (KY) | - | 1,500 | 6,000 | - | - | - | - | - | - | - | - | - |
| OLDHAM | - | 110 | 440 | - | - | - | - | - | - | - | - | - |

*Source: US Census Bureau State & County Quick Facts.

**Remaining copies are distributed at events throughout the month.

***Largers ads or specialty inserts or items make a larger impact.

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AD RATES AND SPECIFICATIONS

| AD SIZE | 1 ISSUE | 2 ISSUES | 3 ISSUES | 6 ISSUES |
|--------------------------------------|---------|------------|------------|------------|
| Back Cover | \$3,000 | \$2,850 ea | \$2,650 ea | \$2,400 ea |
| Inside Front (2 pages) | \$3,000 | \$2,850 ea | \$2,650 ea | \$2,400 ea |
| Inside Back (1 page) | \$2,400 | \$2,300 ea | \$2,200 ea | \$2,000 ea |
| Full page (full bleed) | \$1,800 | \$1,700 ea | \$1,600 ea | \$1,475 ea |
| 2/3 pg vert (reg or w/bleed) | \$1,400 | \$1,325 ea | \$1,250 ea | \$1,150 ea |
| 1/2 pg H (reg or w/bleed) | \$1,000 | \$950 ea | \$900 ea | \$800 ea |
| 1/2 pg V (reg or w/bleed) | \$1,000 | \$950 ea | \$900 ea | \$800 ea |
| 1/3 pg V (reg only) | \$800 | \$750 ea | \$700 ea | \$600 ea |
| 1/4 pg square only (reg only) | \$600 | \$550 ea | \$500 ea | \$400 ea |

EXTOL DEADLINES

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| Oct/Nov | 9/5/18 | 9/12/18 |
| Dec/Jan | 11/2/18 | 11/9/18 |

EXTOL WEDDING DEADLINES

| ISSUE | SPACE RESERATION/ AD CONTENT DUE | PRINT READY ADS DUE |
|---------|-------------------------------------|------------------------|
| Aug/Sep | 7/11/18 | 7/18/18 |

Extol Weddings and Extol August/September is a double issue.

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PRINT AD SPECS

To the right are our standard print ad sizes and file requirements.

All measurements on this page are expressed as (width) x (height)

- Printing process is web offset
- Trim size of book is 9" x 10 7/8"
- For bleed ads, keep all live matter 1/4" clear of trim size.

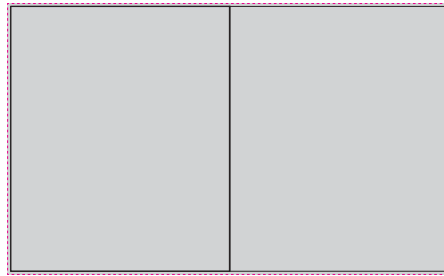
Acceptable PDF formats

- PDF/X-1a standard is preferred
- Acrobat 4.0-compatible (PDF 1.3) documents or earlier
- PDF must include 1/8" bleed on all sides (for bleed ads)
- PDF must include crop & registration marks
- All fonts must be embedded in PDF file
- Output resolution of all images must be at least 300 pixels-per-inch
- No OPI comments or other information may be included with file

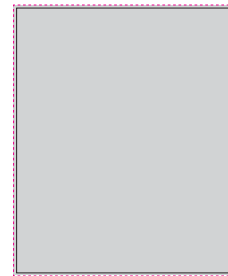
Acceptable native file formats

Although extol discourages submission of native files due to the inherent risk of prepress errors, we can accept the following.

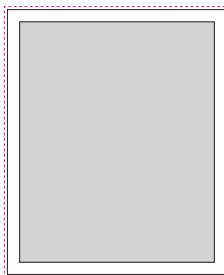
- InDesign CS5.5 (or earlier); Illustrator- or Photoshop-compatible files
- Output resolution of all images must be at least 266 pixels-per-inch
- No Photoshop color management settings embedded in images
- No custom halftone screens or transfer functions saved with images
- No OPI comments or other information included with file
- All colors within page layout document and supporting graphics files must be separated into CMYK values
- All document fonts and supporting graphics must be included
- Fonts must be Macintosh PostScript Type 1 or OpenType



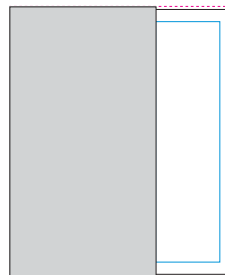
2-PAGE SPREAD (BLEED)
18 x 10.875
w/bleed 18.25 x 11.125



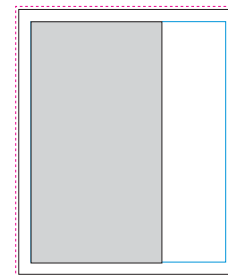
FULL PG/BACK CVR (BLEED)
9 x 10.875
w/bleed 9.25 x 11.125



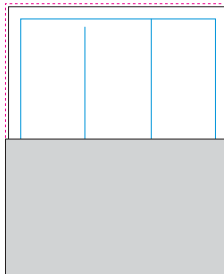
FULL PAGE
8 x 9.875



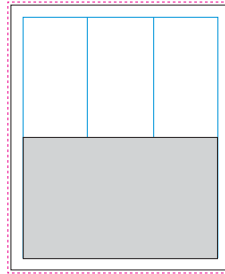
2/3 PAGE V (BLEED)
5.75 x 10.875
w/bleed 6 x 11.125



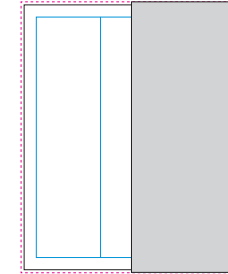
2/3 PAGE V
5.25 x 9.375



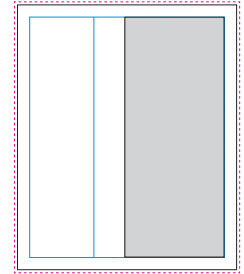
1/2 PAGE H (BLEED)
9 x 5.475
w/bleed 9.25 x 5.6



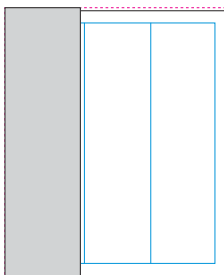
1/2 PAGE H
8 x 4.6



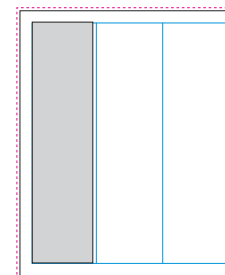
1/2 PAGE V (BLEED)
4.375 x 10.875
w/bleed 4.5 x 11.125



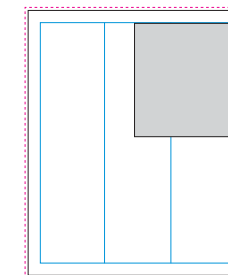
1/2 PAGE V
3.875 x 9.375



1/3 PAGE V (BLEED)
3 x 10.875
w/bleed 3.125 x 11.125



1/3 PAGE V
2.5 x 9.375



1/4 PAGE SQUARE
3.875 x 4.6

*No Crop Marks on files with bleeds.



Publication assumes no responsibility for quality control of off-spec ads and ads not accompanied by hard-copy color proof. Off-spec ads may be rejected and new materials requested (at advertiser/agency expense) in time to meet Inbound Logistics print schedule. Electronic files that don't meet specs are subject to additional charges (\$80/hr. / 1 hr. minimum) if Extol is required to make any changes to conform submitted materials to the above specifications.

Send materials to:

Ad files may delivered via e-mail or uploaded to our server. Contact our production department for upload information

Extol magazine

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adrienne@extolmag.com

DISTRIBUTION

EXTOL

EXTOL WEDDINGS

INDIANA:

- Bristow - 5 copies
- Charlestown - 85 copies
- Clarksville - 625 copies
- Corydon - 185 copies
- English - 20 copies
- Ferdinand - 125 copies
- Floyds Knobs - 405 copies
- French Lick - 95 copies
- Georgetown - 75 copies
- Hanover - 115 copies
- Henryville - 135 copies
- Hillham - 5 copies
- Jasper - 525 copies
- Jeffersonville - 1,480 copies
- Leavenworth - 135 copies
- Madison - 595 copies
- Marengo - 15 copies
- Milltown - 15 copies
- New Albany - 2,500 copies
- New Washington - 40 copies

- Paoli - 105 copies
- Saint Meinrad - 15 copies
- Salem - 150 copies
- Santa Claus - 125 copies
- Scottsburg - 540 copies
- Sellersburg - 320 copies
- Taswell - 5 copies
- Tell City - 200 copies
- West Baden - 15 copies

KENTUCKY:

- Louisville - 1,400 copies
- Middletown - 10 copies
- Prospect - 110 copies



EXTOL MAGAZINE SPECIALTIES OR ADD-ON ITEMS*



WEBSITE

BANNER ADS

PODCAST

SPONSORED CONTENT



SOCIAL



ADVERTORIALS



VIDEO (TV)

DIGITAL



EVENTS

**Contact your Extol Representative for individual pricing or to add on to your print ad.*

extol

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