

# extol

CELEBRATING SOUTHERN INDIANA

BRIDGING  
THE GAP

EXPERIENCE EXTOL

MEDIA  
KIT



A young girl with blonde hair, wearing a light-colored tank top, is looking upwards with a sense of wonder. She is positioned in the lower-left foreground, looking towards a large, detailed fish swimming in the water. The fish is a large, silvery species with a prominent eye and a slightly open mouth. The background is filled with other fish, including a striped fish in the lower right, all swimming in clear, blue-green water. The overall atmosphere is one of discovery and natural beauty.

**IMAGINE.**

**MYTOWN AQUARIUM**  
YOUR ADVENTURE IS HERE.

**ex•tol**

/ik'stōl/

To praise enthusiastically.

synonyms: enthuse about,  
acclaim, celebrate.

**SEVERAL MONTHS AGO**, when my husband, Jason Applegate, and I said, “I do,” we’d already made a commitment of another kind: to work together to share our love of Southern Indiana via a glossy, perfect-bound publication and accompanying website that would extol the virtues of the community, and celebrate its people and places.

After consulting with numerous individuals from a variety of industries and quickly securing support from people who believed in our mission and were more than ready to make the commitment with us, Extol Magazine was born.

Beginning in February 2015 with the inaugural issue, Extol will emerge as a beautiful lifestyle magazine that captures the best of Southern Indiana. Readers and advertisers can expect features that cover everything from food to fashion, business happenings to charity events, time-honored traditions and establishments, the arts and athletic events, but mostly, Extol will showcase — and

celebrate — the people who comprise this unique region.

What else can you expect? Beautiful photography by Tony Bennett, who has lived in Southern Indiana for 30 years. Gorgeous layout and design by Adam Kleinert, who has resided in the region for 35 years. A host of experienced writers who are among the best in their craft. And a solution-driven Director of Sales & Advertising in Jason Applegate, who has lived much of his life in Southern Indiana, has more than a decade of experience in advertising and sales, and also serves as Extol’s managing partner.

Our team has one goal: to celebrate Southern Indiana via a high-quality, professional publication unlike anything you’ve seen in our region. Yes, we’ll traverse the bridges from time to time, figuratively and literally. After all, Louisville is a much-needed partner of this community and that relationship is important. But, we are committed to showcasing Southern Indiana and enticing newcomers to this area. We look forward to you joining us in this endeavor.

Truly,  
Angie

Angie Fenton  
Editor in Chief

Photo by Kevin Talley • kevinatalleyphoto.com

# WHY ADVERTISE WITH **extol**?

EXTOL MAGAZINE WILL BE THE ESSENTIAL GUIDE FOR THOSE WHO LIVE, WORK, DINE, AND SHOP IN SOUTHERN INDIANA. EXTOL ALSO WILL BE THE PREMIER LIFESTYLE PUBLICATION FOR THOSE WHO VISIT OUR AREA OR PLAN TO DO SO. IN EACH GORGEOUS, GLOSSY PRINT ISSUE, WE WILL PRESENT ARTICLES, COLUMNS, FEATURES AND PHOTOGRAPHY CELEBRATING THE PEOPLE AND PLACES THAT CONTRIBUTE TO OUR RICH HISTORY AND OUR EXCITING FUTURE.

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Advertising with Extol will place your business in front of thousands of readers who are ready to explore and experience the best Southern Indiana has to offer.

Advertising with Extol will assist you in engaging with the audience you want to reach in print and on ExtolMagazine.com.

Advertising with Extol will include the opportunity to further increase your brand awareness online via our social media platforms.

Advertising with Extol will give you direct access to local media professionals who can help you tell the story of your business.

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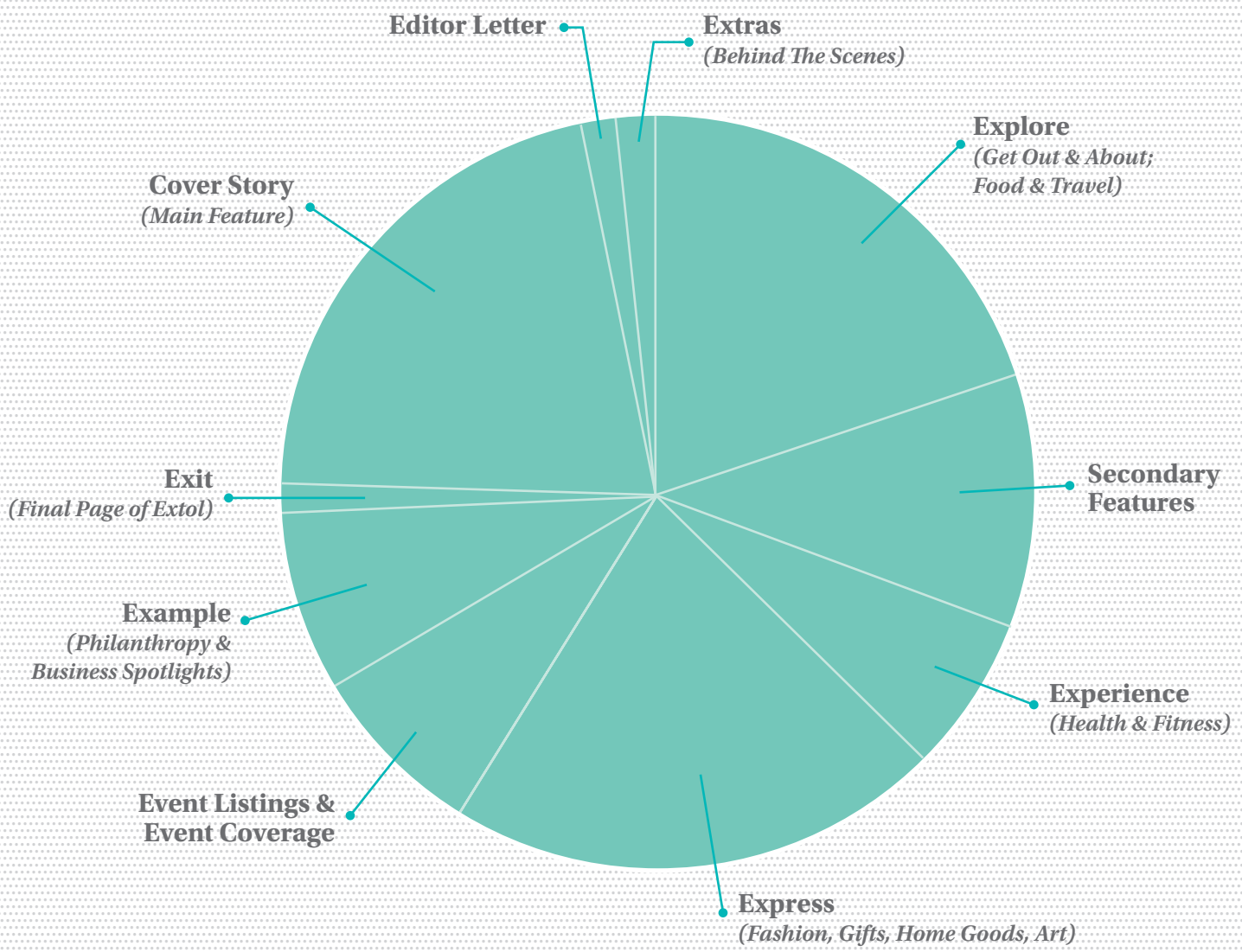
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CONTENT, WHAT'S IN

# extol



*features we write*

# CIRCULATION & DISTRIBUTION

Extol Magazine is published every other month and covers the Southern Indiana market, including the counties of Floyd, Clark, Harrison, Scott, Crawford, Jefferson, Switzerland, Perry, and Washington. Although the focus is on this region, Extol will “cross the bridge” into Louisville occasionally, too.

Each time we publish, at least 10,000 copies will be distributed across Southern Indiana, including at our advertisers’ locations. Each issue also will be available at [ExtolMagazine.com](http://ExtolMagazine.com).

Extol will be distributed at local events, including ones hosted by the Extol Magazine team.

## WHO SHOULD PARTNER WITH EXTOL?

- ✘ Local, regional, and national brands that desire unrivaled access to the burgeoning Southern Indiana audience.
- ✘ Businesses with new products, services, and/or businesses.
- ✘ Advertisers who need additional brand awareness within the local markets and direct access to their customers.
- ✘ Retailers who want to generate or increase sales, both online and in-store.
- ✘ Brands that are highly competitive and desire to separate themselves from the competition.
- ✘ Companies that have exclusive, limited-edition, or seasonal products
- ✘ Marketers who understand the value of segmentation and target marketing.



## DEMOGRAPHICS & PSYCHOGRAPHICS

PEOPLE QUICKFACTS	FLOYD COUNTY	CLARK COUNTY	HARRISON COUNTY	SCOTT COUNTY	CRAWFORD COUNTY	JEFFERSON COUNTY	SWITZERLAND COUNTY	PERRY COUNTY	WASHINGTON COUNTY	TOTAL OF EXTOL MKTS
<b>Population, 2013 estimate</b>	76,244	112,938	39,163	23,972	10,621	32,458	10,526	19,558	27,78	353,260
<b>Persons under 5 years</b>	5.80%	6.30%	5.50%	6.00%	5.20%	5.30%	6.40%	5.70%	5.60%	5.76%
<b>Persons under 18 years</b>	23.30%	23.20%	22.80%	23.40%	22.90%	21.20%	24.80%	21.00%	23.80%	22.93%
<b>Persons 65 years and over</b>	13.90%	13.90%	15.60%	15.20%	16.50%	15.80%	15.90%	16.20%	15.10%	15.34%
<b>Female persons</b>	51.40%	50.90%	50.10%	50.80%	49.30%	51.90%	49.00%	46.50%	50.00%	49.99%
<b>Living in same house 1 year &amp; over; 2008-2012</b>	86.40%	87.70%	92.00%	83.60%	91.00%	86.40%	88.30%	88.10%	88.90%	88.04%
<b>High school graduate or higher, percent of persons age 25+, 2008-2012</b>	87.90%	86.10%	86.90%	76.90%	81.10%	83.40%	78.60%	82.00%	80.30%	82.58%
<b>Bachelor's degree or higher, percent of persons age 25+, 2008-2012</b>	22.40%	18.60%	14.50%	10.20%	12.50%	17.00%	9.30%	10.20%	11.60%	14.03%
<b>Veterans, 2008-2012</b>	6,013	8,754	3,597	1,628	783	2,908	871	1,578	1,998	28,130
<b>Mean travel time to work (minutes), workers age 16+, 2008-2012</b>	22.8	23.5	31.2	25.8	32.6	22.8	31.6	22.6	29.5	26.93
<b>Housing units, 2013</b>	32,110	48,408	16,544	10,387	5,434	14,275	5,016	8,458	12,127	52,759
<b>Home ownership rate, 2008-2012</b>	72.30%	71.50%	83.20%	73.70%	82.70%	71.50%	79.30%	80.10%	80.70%	77.22%
<b>Housing units in multi-unit structures, percent, 2008-2012</b>	16.80%	18.20%	6.40%	9.60%	3.00%	15.30%	5.90%	9.20%	5.80%	10.02%
<b>Median value of owner-occupied housing units, 2008-2012</b>	\$150,600	\$127,400	\$125,400	\$96,800	\$86,500	108,700	\$110,700	\$96,400	\$101,200	111522.22
<b>Households, 2008-2012</b>	29,188	42,848	14,368	9,028	4,259	12,637	4,016	7,499	10,75	134,600
<b>Persons per household, 2008-2012</b>	2.52	2.53	2.68	2.63	2.48	2.4	2.59	2.38	2.59	3
<b>Per capita money income in past 12 months (2012 dollars), 2008-2012</b>	\$27,101	\$24,486	\$23,591	\$19,846	\$19,305	\$21,253	\$20,727	\$21,028	\$20,268	21956.11
<b>Median household income, 2008-2012</b>	\$53,208	\$50,559	\$52,184	\$41,610	\$40,027	\$43,395	\$44,833	\$47,132	\$41,125	46008.11

Source: US Census Bureau State & County QuickFacts

## AD RATES AND SPECIFICATIONS

AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES	6 ISSUES
<b>Back Cover</b>	\$3,000	\$2,850 ea	\$2,650 ea	\$2,400 ea
<b>Inside Front (2 pages)</b>	\$3,000	\$2,850 ea	\$2,650 ea	\$2,400 ea
<b>Inside Back (1 page)</b>	\$2,400	\$2,300 ea	\$2,200 ea	\$2,000 ea
<b>Full page (full bleed)</b>	\$1,800	\$1,700 ea	\$1,600 ea	\$1,475 ea
<b>2/3 pg vert (reg or w/bleed)</b>	\$1,400	\$1,325 ea	\$1,250 ea	\$1,150 ea
<b>1/2 pg Island</b>	\$1,100	\$1,050 ea	\$1,000 ea	\$900 ea
<b>1/2 pg H (reg or w/bleed)</b>	\$1,000	\$950 ea	\$900 ea	\$800 ea
<b>1/2 pg V (reg or w/bleed)</b>	\$1,000	\$950 ea	\$900 ea	\$800 ea
<b>1/3 pg square (reg only)</b>	\$800	\$750 ea	\$700 ea	\$600 ea
<b>1/3 pg V (reg only)</b>	\$800	\$750 ea	\$700 ea	\$600 ea
<b>1/4 pg square only (reg only)</b>	\$600	\$550 ea	\$500 ea	\$400 ea

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

PO Box 1248  
 New Albany, IN 47151  
 ATTN: Jason Applegate  
 502.338.5083  
 jason@extolmag.com

## 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.

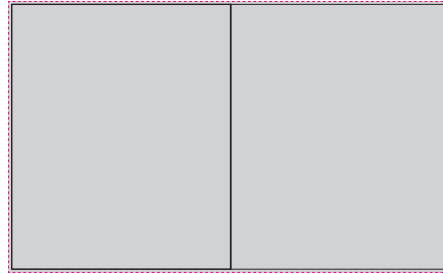
### Acceptable PDF formats

- 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



**2-PAGE SPREAD (BLEED)**

18 x 10.875

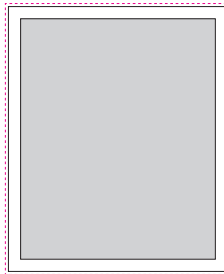
w/bleed 18.25 x 11.125



**FULL PG/BACK CVR (BLEED)**

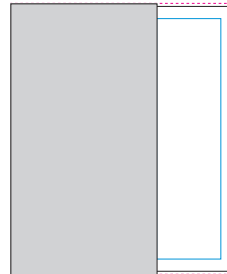
9 x 10.875

w/bleed 9.25 x 11.125



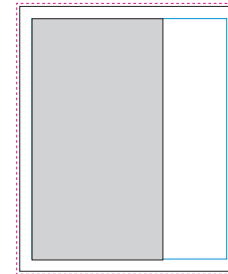
**FULL PAGE**

8 x 9.875



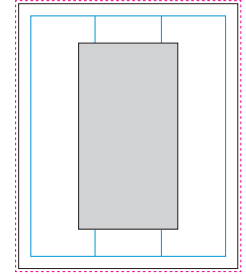
**2/3 PAGE V (BLEED)**

w/bleed 6.1875 x 11.125



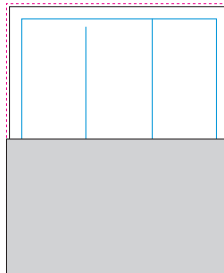
**2/3 PAGE V**

5.5625 x 9.875



**1/2 PAGE ISLAND**

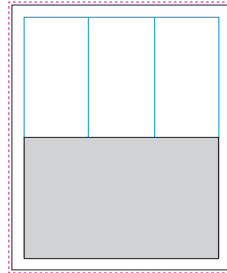
4 x 7.625



**1/2 PAGE H (BLEED)**

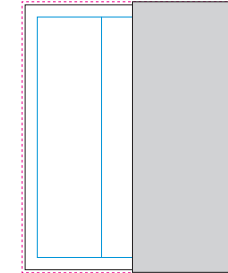
9 x 5.375

w/bleed 9.25 x 5.5



**1/2 PAGE H**

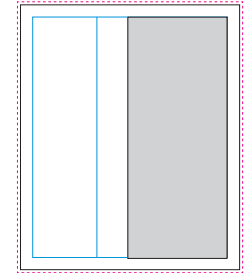
8 x 4.875



**1/2 PAGE V (BLEED)**

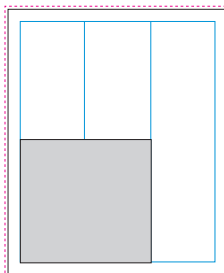
4.5 x 10.875

w/bleed 4.625 x 11.125



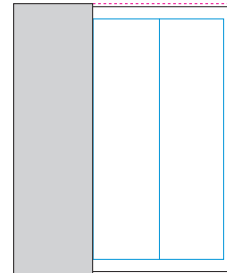
**1/2 PAGE V**

4 x 9.875



**1/3 PAGE SQUARE**

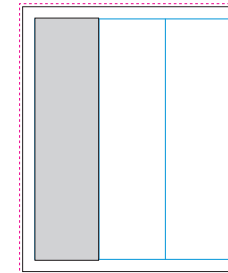
4.385 x 4.65



**1/3 PAGE V (BLEED)**

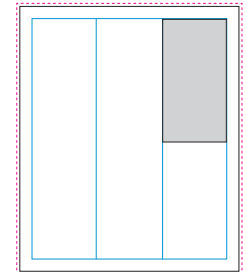
2.8125 x 10.875

w/bleed 2.9375 x 11.125



**1/3 PAGE V**

2.3125 x 9.875



**1/4 PAGE SQUARE**

3.475 x 4.65

*In an authentic copy of Extol Magazine, this space would be a feature about local people or places, an article about the area's rich history or a spotlight on an event that is generating the latest buzz. The text wraps around your beautifully designed ad so that it is framed and enhanced by the copy contained in the article.*

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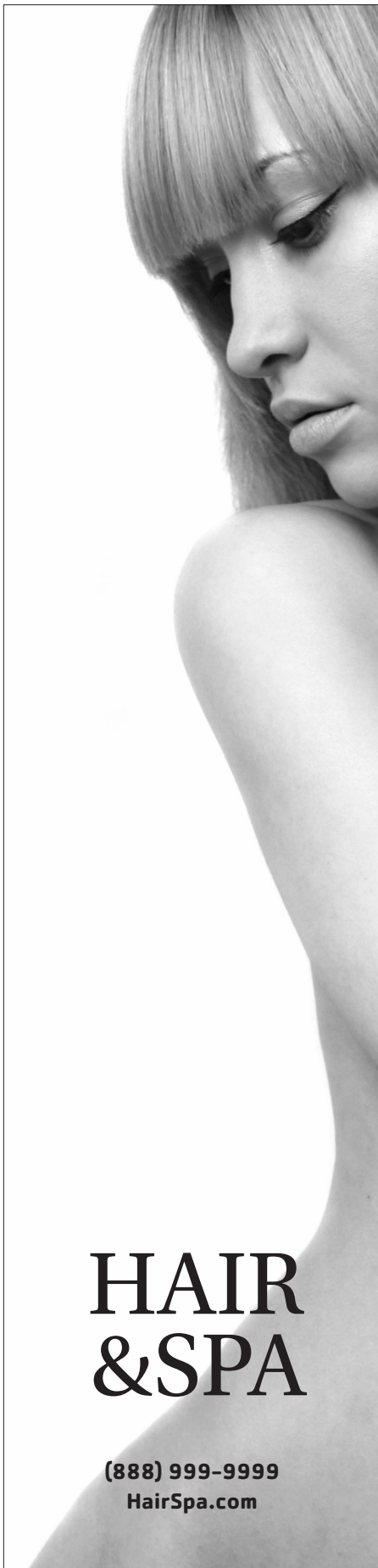
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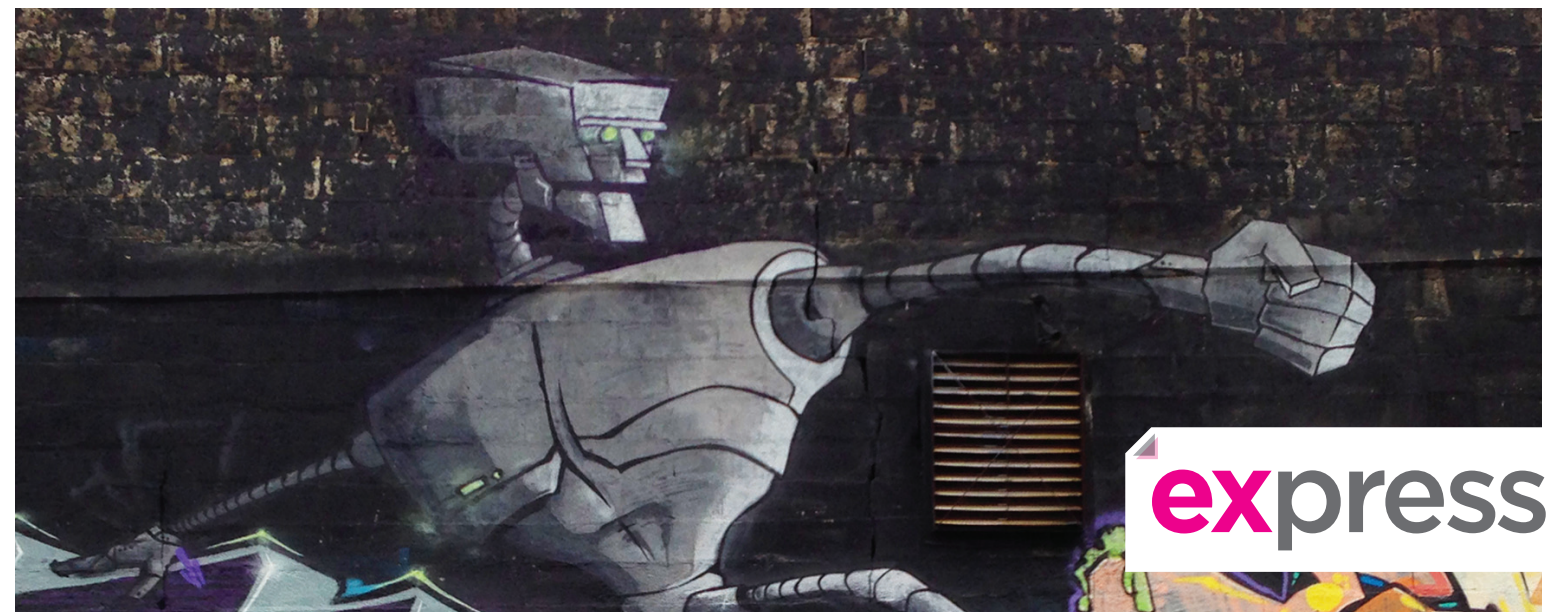
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# extol

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Managing Partner / Advertising Sales