

extol[®]

CELEBRATING SOUTHERN INDIANA - AND BEYOND



2021-2022 MEDIA KIT



President & CEO | Co-Founder & Owner
Angie Fenton

extol
CELEBRATING SOUTHERN INDIANA - AND BEYOND

extol *Live*

extol
podcasting

extol MEDIA

extol
CHARITIES
a fund of the Community Foundation of Southern Indiana

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 transitioned into a full-service video production and marketing company that still publishes a bimonthly magazine, produces a weekly live-streaming show, launched a Saturday morning lifestyle television show on WBKI The CW, and partners with several area businesses and organizations 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 via print, social media, live-streams, television, and media buying for other outlets without taking a cut off the top as many other agencies do. We view our advertisers as true partners, which means you will receive the utmost of care and consideration.

Take a look for yourself and see why Extol is the perfect place to showcase your business and allow our team to assist on a variety of platforms that best serve you.

We appreciate your consideration and look forward to partnering.

Truly,
Angie

Angie Fenton
President & CEO

extol

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.

8,000 - 10,000 copies will be distributed each time we publish.

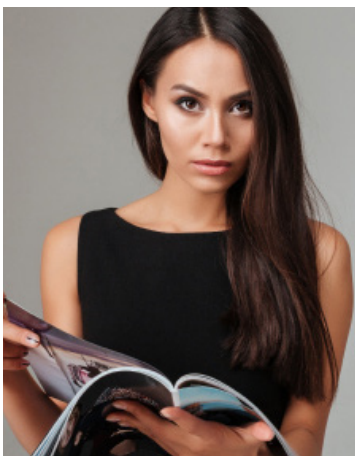
Areas of Interest For Each Issue:

- Issue 1** - Self Care, Derby Gift Guide, Summer Fun (Camps, Staycations, Travel & Tourism, Welcome Home expanded realtor & designer section.)
- Issue 2** - Weddings, The Host with the Most (Party/Event Tips & Planning), Fitness & Health, Beauty & Wellness
- Issue 3** - Fall Home & Garden
- Issue 4** - Business, All Things Family, & Holiday Gift Guide
- Issue 5** - Last Minute Holiday Gift Guide, Finance, Nonprofits



EXTOL EDITORIAL CALENDAR

ISSUE	SPACE RESERVATION/ AD CONTENT DUE	PRINT READY ADS DUE
Issue 1	3/4/22	3/11/22
Issue 2	5/6/22	5/13/22
Issue 3	7/8/22	7/15/22
Issue 4	9/9/22	9/16/22
Issue 5	11/4/22	11/11/22



EACH EDITION

- 30+K Readers 18+
- 5+K Website & ePub Readers/Viewers
- Thousands of Likes, Shares via Social Media repost



CLICK FOR RATES AND DESIGN SPECIFICATIONS

extol^{MEDIA} THIS IS SO IN

A 30-minute weekly highly produced prerecorded show that includes a centerpiece feature, Extol Eats, Explore with Addie/Extol, Welcome Home, & Fitness Focus, & Exit feature. This will air on TV and also be available for viewing on YouTube & Facebook and a Roku channel that we will create.



Estimated 12,000+ views

Each month from TV, website, social media and individual segment replay

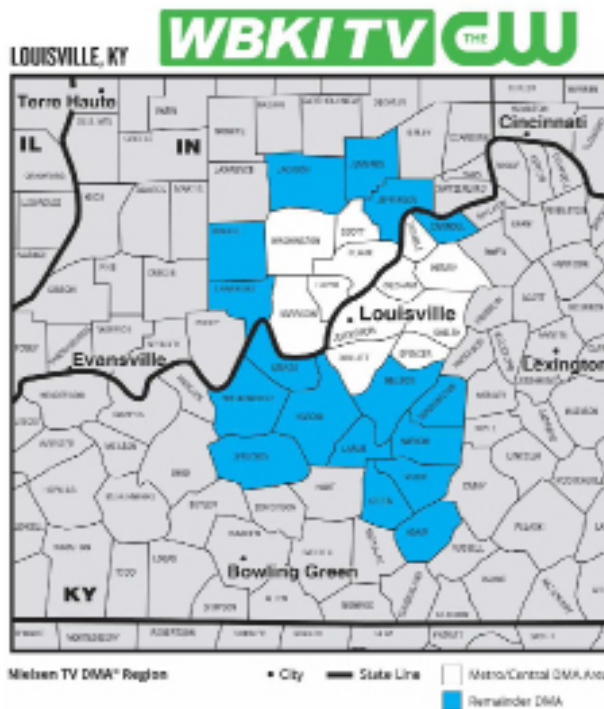
29-County DMA = 713,600 total homes 626,150 TV/HHs Cable Penetration: 48.3% ADS (Satellite) Penetration: 22.7% Over-the-air: 19.0%

1.53 Million Consumers
In Kentucky and Southern Indiana



Male: 48.5%
 Female: 51.5%
 Average Household Income: \$71,313
 White Collar Workers: 34.8%
 Blue Collar Workers: 23.6%
 College Graduates: 14.1%
 Advanced Degree: 7.0%
 Home Owners: 67.2%

Source: Scarborough Research 2019 Release 2 (September 2018 – September 2019)



- WBKI reaches approximately 1.53 million people over-the-air within the 29-county Kentuckiana area (counties shown in blue and white).
- WBKI is also carried on all cable and satellite systems within the DMA.

Market Rank: 48

CLICK FOR RATES AND SPONSORSHIP OPPORTUNITIES

extol[®] Live

Extol Live is our live-streaming broadcast produced at Extol Studios. Live is fully produced and streamed on Extol's social media; YouTube Live (@Extol Magazine), Facebook Live (@ExtolMagazine) and our President and CEO, Angie Fenton's certified public figure Facebook page (@AngieFenton2).



EXTOL LIVE: 11 a.m. - noon every Friday

- A weekly live-streaming show hosted at Extol Studios, featuring guests, food, music, in-house cooking, and more.

TREAT YOURSELF TUESDAYS: 9-9:30 a.m. every other Tuesday

- A 10- to 30- minute QVC-esque social media live stream

Estimated 3,000+ weekly likes and/or views during the livestream and replays on Extol's social media channels and extolmag.com

CLICK FOR RATES AND SPONSORSHIP OPPORTUNITIES

extol[®] media



Full in-house video production

- Onsite filming
- In-house and mobile green screen, various color and multi-colored backgrounds
- Licensed Drone Pilot
- Studio and mobile continuous video lighting
- We regularly produce videos for companies, organizations, galas, social media, interviews, training, corporate, testimonials, and tailored content

In-House photography studio

- In-house and mobile studio lighting
- Multiple backdrops for headshots, full-body, and group shots
- Event photography

Live streaming

- We are set up to stream wherever there is internet access
- We have an in-house studio where we stream our own live shows
 - Extol Live, every Friday from 11-noon
 - We have produced numerous virtual events that either are live or filmed ahead of time and streamed live on social media
 - We typically have multiple cameras capturing multiple sets
 - We also can livestream outside our studio live events and can help to produce and facilitate the run of show.

Light event production

- Grand openings, ribbon cuttings and ground breakings
- Podium, extra-large scissors
- Run of show and emceeing
- We also produce our own Extol branded events

We do not do mid to large productions where large room sound amplifications, staging and/or if event lighting is needed.

- We always say that we are not an event production company but refer to and work with companies that offer these services with the utmost of quality

Marketing and public relations

- Event marketing, which includes Extol Media avenues and outside media buying
- Assist with, consult, and if needed, buy outside media, and help with marketing plans
- Public relations, crisis management
- Press releases
- Complete social media management and/or assistance with content for in-house social media managers
- Licensed music, stock video, images, and sound effects
- Graphic design
- Light website, hosting and building and/or assistance with updates to current sites
- Newsletters and/or assistance with or hosting newsletters into ePubs
- Email marketing when coordinated with hosting of newsletters
- Copy editing and all things printing, from books to banners, yard signs etc.

We offer SEO, Google ads, and Digital marketing through a close partnership with a local firm

Call or Email to get pricing specific to your project or need.
Jason Applegate | jason@extolmag.com | 502.338.5083

extol[®]

podcasting

Creation

Editing

Hosting

Recording

Planning/Run of show consulting

Management and marketing

Studio Rental

Video recording

Voiceover

Cover Art and logo creation

Complete audio department and professional equipment

- Lavalier, boom, and shotgun mics, both direct to camera and xlr
- Recording quality condenser microphones
- Recording/voiceover/podcast studio
- Various mixers, both mobile and larger ones up to 16 inputs



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extol

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Extol is a proudly majority woman and minority owned business. We are 100% locally owned and operated by a husband and wife team, but our true driving force is our Extol team, partners, advertisers, sponsors and especially our community that allows us to extol the virtues of Southern Indiana. Extol was established in 2014 as a Magazine on a mission and now 6 years later we are an award winning company and the leading source for SoIN lifestyle content in print and media production.