

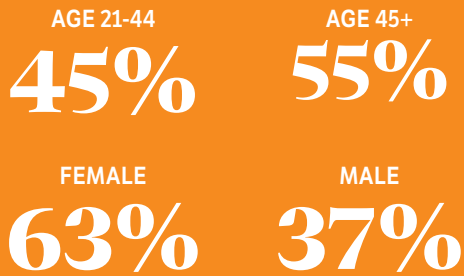


EVANSVILLE
Living

*2027 Media Kit and
Advertising Opportunities*

Readership Profile

OUR READERS COVER A WIDE DEMOGRAPHIC



OUR READERS ARE AFFLUENT



OUR READERS ARE WELL-EDUCATED



OUR READERS ARE DEVOTED



OUR READERS ARE SHOPPING



PRINT + DIGITAL + SOCIAL + EMAIL TOTAL REACH

120,000

TOTAL GROSS CONTACTS

2026 Publication Audit Report, Circulation Verification Council

The *Evansville Living* Brand

WHERE LOCALS BECOME INSIDERS. WHERE ADVERTISERS CONNECT.

As the trusted market leader in community journalism and regional print media, *Evansville Living* and *Evansville Business* connect readers to the people, places, and ideas shaping our community. Through award-winning journalism, compelling storytelling, and striking design, Tucker Publishing Group, Inc.'s magazines and digital platforms deliver engaging coverage of lifestyle, culture, commerce, dining, entertainment, and the issues that matter most to the Tri-State. With a loyal, engaged audience and unmatched regional influence, the *Evansville Living* brand offers advertisers a credible, powerful platform to reach consumers, community leaders, and decision-makers who move our region forward.



Hear From Our Advertisers



GRETCHEN MUCHNICK
Co-owner, F.C. Tucker Emge

"Partnering with Tucker Publishing Group, Inc. to build the F.C. Tucker Emge brand is consistently a critical part of our annual marketing strategy. Across *Evansville Living*, *Evansville Business*, and *City View*, their magazines give us the perfect stage to showcase our residential and commercial real estate services.

"The production quality is always top-notch, and the editorial style keeps readers coming back for more. But what we love most is the reach; TPG publications put our brand directly in front of an engaged local audience that is invested in our community. Plus, their team is just a joy to work with. If you want to put your brand in front of the right local eyes, Tucker Publishing Group, Inc., is the best partner!"



JERRY RAIDON
Director of Development, Habitat for Humanity of Evansville

"Sometimes, you wonder how effective ads are in any media. Recently, we received a significant donation from a new donor. When I followed up, I discovered they had learned about our Habitat Affordable Homeownership Tax Credit program through our *Evansville Living* ad. That single donation was three times what the ad cost our organization. That is money well spent!"

EVANSVILLE *Living*

For more than 27 years, *Evansville Living* has been the leading voice of Evansville's culture and lifestyle, delivering vibrant content on the latest in entertainment, dining, home and garden, wellness, and all things uniquely Evansville and Southwestern Indiana. As a longtime member of the City & Regional Magazine Association, we adhere to the highest standards of editorial integrity. As an audited publication, you get what you pay for.

ISSUE	EDITORIAL FOCUS	SPECIAL SECTIONS	SPACE DEADLINE	MATERIALS DUE
JAN/FEB	Asian Cuisine	Be Well, Evansville + Wedding Book	DECEMBER 2, 2026	DECEMBER 4
MAR/APR	Architecture in Evansville	Summer Travel Guide + Education + Visit Jasper, IN	FEBRUARY 3	FEBRUARY 5
CITY VIEW	Discover Life in the Bend	Area Attractions	MARCH 10	MARCH 12
MAY/JUNE	Most Beautiful Homes	At Home	APRIL 1	APRIL 5
JUL/AUG	Best of Evansville	Best of Evansville Gallery + Dine + Visit Henderson, KY	JUNE 2	JUNE 4
SEPT/OCT	Regional Hidden Gems	Faces of Evansville + Automotive Guide	AUGUST 4	AUGUST 6
NOV/DEC	Ways to Love Winter	Holiday Gift Guide + Doctor Profiles	OCTOBER 1	OCTOBER 5

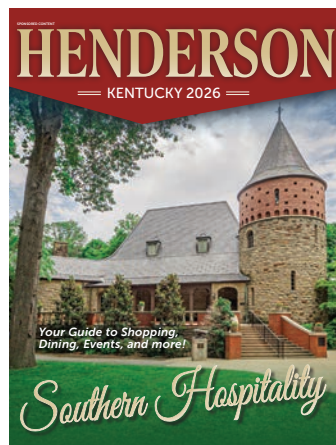
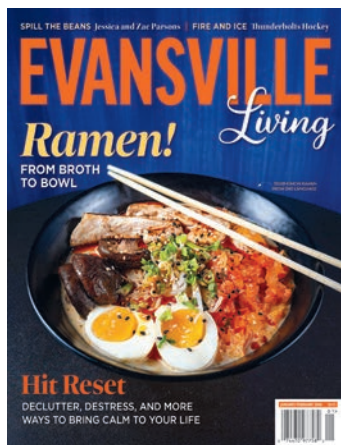
(All editorial and special advertising sections are subject to change.)

EVANSVILLE LIVING ADVERTISING RATES

CONTRACT RATE	1X	3X	6X	CITY VIEW
Two Page Spread	\$5,995	\$5,695	\$5,095	\$6,250
Full Page	\$3,970	\$3,655	\$3,180	\$4,250
2/3 Page	\$3,215	\$3,055	\$2,636	N/A
1/2 Page	\$2,660	\$2,530	\$2,260	\$2,760
1/3 Page	\$1,985	\$1,885	\$1,690	N/A
1/6 Page	\$995	\$950	\$850	N/A
1/4 Page (Special Advertising Sections)	\$1,195	\$1,195	\$1,195	\$1,200

AD SPECS

Two Page Spread w/Bleed	17" x 11.125"
Full Page w/Bleed	8.625" x 11.125"
Full Page	7.125" x 9.625"
2/3 Page	4.6875" x 9.625"
1/2 Page	7.125" x 4.75"
1/3 Page Vertical	2.25" x 9.625"
1/3 Page Square	4.6875" x 4.75"
1/4 Page Vertical	3.5" x 4.75"
1/6 Page Horizontal	4.6875" x 2.25"
1/6 Page Vertical	2.25" x 4.75"



EVANSVILLE Business

Evansville Business, the city's authority on business, delivers engaging and informative coverage about our thriving regional economy and professionals. In-depth profiles on companies and leaders shaping economic decisions are featured in each issue. It is the region's first magazine solely dedicated to business. Subscribers to *Evansville Living* also receive *Evansville Business*, which increases the visibility of your message.

ISSUE	EDITORIAL FOCUS	SPECIAL SECTIONS	SPACE DEADLINE	MATERIALS DUE
FEB/MAR	Downtown	Commercial Construction & Real Estate Development	JANUARY 7	JANUARY 11
APR/MAY	Most Influential	Technology in Business + Business Milestones	MARCH 3	MARCH 5
JUN/JUL	<i>Evansville Business</i> 25th Anniversary	Financial & Insurance Planning + Agriculture	MAY 3	MAY 5
AUG/SEPT	State of Retail Banking	Leading Women in Business + Meeting & Event Planning	JULY 1	JULY 6
OCT/NOV	Second Acts	Evansville Gives + Manufacturing & Recruitment + Rotary's 20 Under 40	SEPTEMBER 1	SEPTEMBER 3
DEC/JAN	Navigating the Maze of Opening a Business	Family-Owned Businesses	NOVEMBER 3	NOVEMBER 5

(All editorial and special advertising sections are subject to change.)

EVANSVILLE BUSINESS ADVERTISING RATES

CONTRACT RATE	1X	3X	6X
Two Page Spread	\$4,020	\$3,815	\$3,415
Full Page	\$2,660	\$2,450	\$2,130
2/3 Page	\$2,155	\$2,050	\$1,770
1/2 Page	\$1,785	\$1,695	\$1,515
1/3 Page	\$1,330	\$1,265	\$1,140
1/6 Page	\$685	\$660	\$590
1/4 Page (Special Advertising Sections)	\$800	\$800	\$800

AD SPECS

Two Page Spread w/Bleed	16.5" x 11.125"
Full Page w/Bleed	8.375" x 11.125"
Full Page	7.125" x 9.625"
2/3 Page	4.6875" x 9.625"
1/2 Page	7.125" x 4.75"
1/3 Page Vertical	2.25" x 9.625"
1/3 Page Square	4.6875" x 4.75"
1/4 Page Vertical	3.5" x 4.75"
1/6 Page Horizontal	4.6875" x 2.25"
1/6 Page Vertical	2.25" x 4.75"



Evansville's Digital Destination

From engaging articles and insider guides to vibrant social media and email newsletters, *Evansville Living* connects with readers wherever they are. Our trusted local voice and expansive digital reach make us the go-to source for content that inspires — and the premier platform for advertisers who want to reach an active, loyal, and growing audience online. All of our magazines are housed digitally through Issuu.com with provided hyperlinks.



Navigator publishes on Monday and Insider publishes on Thursday.

Tell Your Story

From our website and e-newsletters to social media platforms, our digital reach extends the power of your message beyond print, delivering it directly to readers where they spend their time every day. With high engagement, trusted brand recognition, and the ability to target audiences in real time, *Evansville Living's* digital platforms ensure your story is seen, shared, and remembered.

SPONSORED CONTENT - 1 WEEK \$650 • 1 MONTH \$1,950*

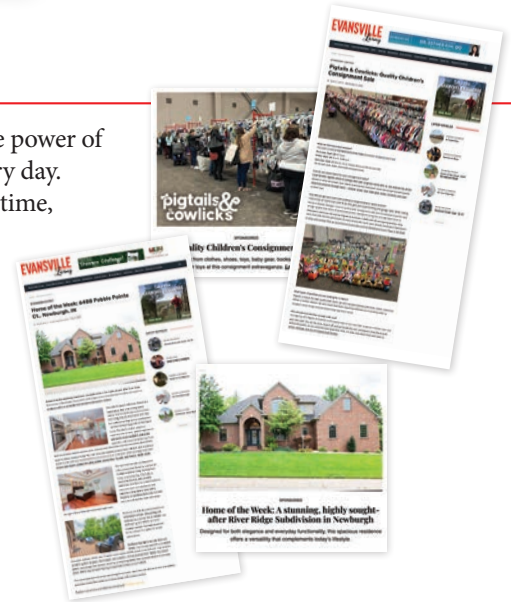
Put your brand in front of thousands of engaged readers through *Evansville Living's* e-newsletters (Navigator and Insider) and website. Sponsored content drives attention, builds trust, and delivers measurable impact.

- Premium location in e-newsletters
- Dedicated landing page on evansvilleliving.com with client link

HOME OF THE WEEK - 1 WEEK \$650

Feature your property as the Home of the Week in our e-newsletters. With standout photos, direct links, and thousands of regional readers, this package drives attention and action straight to your listing.

- Premium location in both e-newsletters
- Dedicated landing page on evansvilleliving.com linked to MLS listing



Numbers

EVANSVILLELIVING.COM*

30,000

Pageviews per month

INSIDER & NAVIGATOR
E-NEWSLETTERS

14,000

Subscribers

SOCIAL MEDIA



38,600

Followers

* 2026 Publication Audit Report,
Circulation Verification Council

32%
OPEN RATE!

EVANSVILLELIVING.COM RATES

- Leader Board Banner Ad: \$550 per month*
728 x 90 pixels (desktop)
- Sidebar Square Ad: \$400 per month
300 x 250 pixels
- Bottom Banner Ad: \$300 per month
728 x 90 pixels (desktop)
- Digital Cube: \$550 for 2 weeks
(6-sided rotating cube)
Six 600 x 600 pixel images

E-NEWSLETTERS RATES

- Leader Board Banner Ad: \$450 per week/
one e-newsletter, \$1,600 per month
600 x 250 pixels
- Banner Ad: \$300 per week/
one e-newsletter, \$1,000 per month
600 x 120 pixels
- Native Placement: \$550 per week/
one e-newsletter
Includes image, description, and link

SPONSORED EMAIL RATE

- \$850 per week
Client provides 2-3 images and 100 words

* One month is 4 weeks, not a calendar month

Programmatic Advertising



RIGHT MESSAGE. RIGHT PERSON. RIGHT TIME.

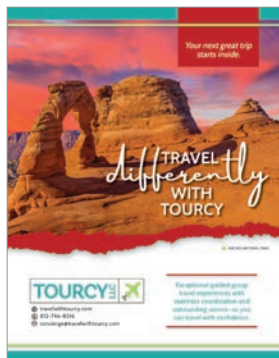
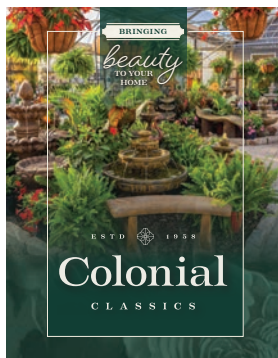


Tucker Publishing Group, Inc., now offers programmatic digital advertising to put your message in front of the right

people wherever they browse. Reach potential customers across websites and apps using location, interests, search behavior, and retargeting, including access to *Evansville Living's* digital audience. Campaigns can build awareness, reconnect with interested shoppers, and encourage action, with reporting to track performance. Extend the impact of your *Evansville Living* and *Evansville Business* advertising online.

Custom Publishing

The Custom Publishing Division at Tucker Publishing Group, Inc., can assist your organization with many facets of promotional planning, including print design, logo development, advertisements, brochures, annual reports, posters, direct mail pieces, or complete advertising campaigns. Many custom pieces can be bound into or mailed along with our publications. Contact your account executive for a quote.



Contact Information

Tucker Publishing Group, Inc.'s experienced sales team can help your business grow by connecting you with the right audiences through strategic, effective advertising. From developing creative campaigns to selecting the right publications and platforms, our team works with you to maximize your visibility, strengthen your brand, reach new customers, and turn advertising into meaningful business results.



TODD TUCKER
President

ttucker@evansvilleliving.com
812-426-2115



JESSICA HOFFMAN
Senior Account Executive

jhoffman@evansvilleliving.com
812-641-5914 • Cell 812-760-9871



JACKSON TUCKER
Account Executive

jtucker@evansvilleliving.com
812-641-5915 • Cell 812-629-8696



TAYLOR AYERS
Sales and Marketing Coordinator

tayers@evansvilleliving.com
812-641-5926



25 N.W. Riverside Drive
Ste. 200
Evansville, IN 47708
812-426-2115
evansvilleliving.com



AD MATERIAL REQUIREMENTS

TECHNICAL SPECIFICATIONS

Print-Ready Ads: All client-provided ads must be submitted digitally as PDF files only. All files must be final, color corrected, and 300 DPI, with colors and images in CMYK mode.

Digital-Ready Ads: All client-provided ads must be submitted digitally as JPEG files only. All files must be final, color corrected, and 300 DPI, with colors and images in RGB mode.

Ad Submission:

Upload print PDF ads, digital JPEG ads, and all other ad material files through the **Customer Portal**:

portal.mirabeltechnologies.com/signup/1995/

For support with uploading your ad, please call 812-426-2115.

CREATIVE SERVICES AND PHOTOGRAPHY

Ad production: The talented and experienced designers at Tucker Publishing Group, Inc., can design and produce your ad. Ad production includes concept, design, and initial and final proofs. After two rounds of revisions, additional work will be billed on an hourly basis at **\$75 per hour**.

Custom Publishing: Custom publishing is quoted on a per project basis. For more information on how we can help, contact your account executive.

Photography: Our network of award-winning photographers is available to shoot photos for your ad or custom project.

Photography Rate: \$140 per hour.

ADVERTISING INSERTION PAYMENT TERMS

Clients are billed for advertising insertions 30 days before the magazine cover date, via electronic invoice emailed to the contact(s) on the account record. Invoice payments are due net 30. Clients will receive a digital tear sheet and statement before the issue hits the streets. Invoice statements are sent from: accounts@evansvilleliving.com.

Important: A 3% convenience fee will be charged on credit card payments.



SHARE THE EVANSVILLE LIVING EXPERIENCE!

Invite friends, family, and colleagues to subscribe! One subscription includes six issues of *Evansville Living*, six issues of *Evansville Business*, and one issue of *Evansville Living City View*.

Scan the QR code to subscribe!