

Kentucky Co-Op Publication Overview



PUBLICATION OVERVIEW – REGIONAL PRINT TITLES

Publication	Circulation	Overview
Kentucky Monthly (KY, IN, TN, OH, WV and MO)	35,000	59% Female/ 41% Male Primary demographic ages 45-64 Avg. HHI \$100,000-\$149,000 Readers spend \$10 million annually on overnight stays in KY
TravelHost (KY)	11,500	Quarterly tourism and travel publication distributed through hotels, local tourism offices and local advertisers.
Ohio Magazine (Ohio including Cincinnati, Dayton, Columbus, Toledo, Cleveland, Akron, Canton, and Southeast Ohio)	42,000	65% Female/ 35% Male Primary demographic ages 25-54 with median age of 54 Median HHI \$125,000 Active, involved, well educated and affluent audience within a short drive of KY
Illinois Country Living (IL)	192,316	54% Female/ 46% Male Adults 35+ Avg. HHI \$100,000 71% of readers took a domestic trip in the last year and 57% visited a neighboring state



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The Tennessee magazine (TN)	700,000	59% Female/ 41% Male Adults 35+ Avg. HHI \$102,000 Over 70% of readers took a domestic trip in the last year and averaged 3.5 domestic trips
Indiana Connection (IN)	312,645	52% Female/ 48% Male Adults 35+ Avg. HHI \$91,600 Over 70% of readers took a domestic trip in the last year and 48% traveled to a neighboring state
Ohio Cooperative Living (OH)	311,161	5% Female/ 49% Male Adults 35+ Avg. HHI \$87,400 Over 68% of readers took a domestic trip in the last year and averaged 3.1 domestic trips
Blue Ridge Outdoors (Nashville, Knoxville, Charleston/Huntington WV, Washington DC, and Atlanta)	85,000	46% Female/ 53% Male Primary demographic ages 28-64 Avg. HHI \$118,862 Readers average 10 trips/year and will drive 4+hours for adventure travel

PUBLICATION OVERVIEW – NATIONAL PRINT TITLES

Publication	Circulation	Overview
AAA World (Central Region)	417,264	59% Female/ 39% Male Adults 25-64 Avg. HHI \$89,500 Readers took an average of 3.5 road trips in the last 12 months with an average duration of 5.5 days
Longweekends (MO, IN, KY, OH, TN, WV)	150,000	58% Female/ 42% Male Median Age 46 Avg. HHI \$110,000 72% have a college degree
Southern Home (National)	300,000	90% Female/ 10% Male Average age 50-64 Avg. HHI \$219,000 The Southern Home reader is affluent, educated, and traveled, and loves all aspects of a beautifully designed home and garden.



PUBLICATION OVERVIEW – NATIONAL PRINT TITLES

Publication	Circulation	Overview
Southern Lady (National)	130,000	99% Female/ <1% Male Average age: 55-64 Avg. HHI \$168,700 Readers average 2.7 vacations/year, 80% travel with a spouse/partner, 85% stay in hotels on vacation
CAA Magazine (South Central Ontario)	1,612,973	50% Female/ 50% Male Average age 54 Avg. HHI \$68,000 78% intend to take an overnight trip this year, 43% wish to travel outside Canada, and 47% want to experience local culture and lifestyles
Group Travel Leader (National)	14,000	70% Female/ 30% Male Average age: 40-80 Readers are group travel decision makers, representing anywhere from 20 to 500+ travelers, ranging from students to seniors



PUBLICATION OVERVIEW – CITY FOCUSED PRINT TITLES

Publication	Circulation	Overview
Atlanta Magazine	60,000	58% Female/ 42% Male 87% of readers are ages 25-64 Avg. HHI \$300,000 92% have traveled for business or pleasure in the past 12 months
Chicago Magazine	105,000	51% Female/ 49% Male Average Age: 55 Avg. HHI \$250,000 90% of readers took a domestic trip in the last 12 months and 79% have taken 3 or more domestic trips in the last 12 months
Cincinnati Magazine	30,000	65% Female/ 35% Male Median Age: 52 Avg. HHI \$187,000 63% plan to purchase travel in the next 12 months
Columbus Monthly	16,000	64% Female/ 36% Male 72% are 45 or older Avg. HHI \$196,332 57% are planning an upcoming trip and 72% are interested in travel content



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Hour Detroit	45,000	64% Female/ 36% Male Median Age: 52 Avg. HHI \$189,997 58% plan to purchase travel in the next 12 months
Indianapolis Monthly	30,000	65% Female/ 35% Male Median Age: 54 Avg. HHI \$200,211 75% plan to purchase travel in the next 12 months
Nashville Lifestyles	30,000	65% Female/ 35% Male 70% are ages 25-54 Avg. HHI \$100,000 65% plan to purchase travel in the next 12 months
St. Louis Magazine	35,000	66% Female/ 34% Male 70% are ages 25-64 Avg. HHI \$233,005 92% plan to purchase travel in the next 12 months



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