

VOICE

TRIBUNE

WHERE YOUR VOICE
IS HEARD



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OUR MISSION: UPDATED 9/27/2024

The VOICE-TRIBUNE celebrates 76 years in 2025 and continues to make waves in our community!

At The VOICE-TRIBUNE, we pride ourselves on our commitment to authenticity and ensuring that our stories truly reflect the VOICES of those we feature. That's why we have implemented a two read-through policy with our clients and interviews on articles, ads, and interview videos before publishing. We also fact-check our information. This ensures that each story is genuine, accurate, and deeply resonates with our audience, sharing family-friendly content to the best of our ability, and letting Louisville hear the VOICES of our commonwealth.

Additionally, we believe in leveraging technology to enhance the reader experience. We're proud to offer QR codes in our articles, allowing readers to easily access related content, websites, ticket sales, and video interviews on our website. We feature 2-3 monthly interviews connected to our articles, giving our community the whole experience of the power of paper, online accessibility, and more intimate interviews.

Our growth speaks volumes about our impact. We currently print 168 to 204 pages per Volume, available in 180+ locations in and outside of Louisville, Kentucky. Furthermore, our publication has 30,000+ online subscribers and generates approximately 2 million-plus impressions, making us a significant player in the digital landscape to represent Kentucky.

The VOICE-TRIBUNE maintains the most extensive distribution network of any publication in the Louisville area, and the thickest monthly publication in KY, with set standards for high-quality content. With a distinguished team of award-winning photographers, writers, and editors, we deliver engaging editorial features and striking visual storytelling. While continuing our long-standing tradition of society coverage—documenting Louisville's most notable events each month—we also preserve these stories as an integral part of the city's historical record. To uphold the highest standards of accuracy and representation, we provide interviewees the opportunity to review their articles, ensuring their perspectives are conveyed with clarity and integrity.

Please reach out to The VOICE-TRIBUNE for more information.

VOICE 2025

**DUE DATE:
EDITORIAL**

**THE 15TH OF
EVERY MONTH.**

**DUE DATE:
ADS**

**THE 18TH OF
EVERY MONTH.**

**LAST DAY FOR
AD CREATES**

**15TH OF
EVERY MONTH.**

JANUARY

- WEDDING VOLUME
- HEALTH & BEAUTY
- 2025 BALLS & GALAS GUIDE
- **EVERYTHING DUE DEC. 10TH**

FEBRUARY

- “THE LOVE VOLUME”
- SENIOR LIVING

MARCH

- SPRING HOME & GARDEN
- REAL ESTATE
- INTERIOR DESIGN
- WINE GUIDE
- SPRING FASHION

APRIL

- DERBY FASHION
- MOTHERS DAY GUIDE
- SECRETARIAT PREMIER DINNER

MAY

- HOME TOWN PRO ATHLETES
- SUMMER ACTIVITY GUIDE
- LOCAL FILM AND MUSIC
- BEER GUIDE
- **DUE DATE APRIL 30TH**

MAY - DERBY WRAP UP

- COMPLETE PHOTO COVERAGE OF THE BEST AND MOST PRESTIGIOUS DERBY EVENTS
- COLLECTORS EDITION

JUNE

- MEN IN BUSINESS
- OUTDOORS
- MEN’S FASHION
- FATHER’S DAY GIFT & ACTIVITY GUIDE

JULY

- WOMEN IN BUSINESS
- WEDDINGS
- FOOD & DINING

AUGUST

- FAMILY
- BACK TO SCHOOL / COLLEGE
- YOUNG PROFESSIONALS
- BACK TO SCHOOL FASHION
- DORM ROOM DESIGN

SEPTEMBER

- BOURBON
- FALL FASHION
- FALL HOME

OCTOBER

- THE ARTS
- PHILANTHROPY
- SUPPORT YOUR COMMUNITY GUIDE
- HALLOWEEN COSTUME CONTEST

NOVEMBER

- NON-PROFIT & GIVING GUIDE.
- SENIOR LIVING
- SHOP LOCAL GIFT GUIDE

DECEMBER

- YOUR VOICE AWARDS WINNERS.
- HOLIDAY HOME
- **EVERYTHING FOR THIS MONTH DUE NOV.12TH**

DATES OF PHOTOSHOOTS

MARCH

- SPRING PHOTOSHOOT
- SHOOT DATE **FEB.20TH 2025**

APRIL

- DERBY FASHION PHOTOSHOOT
- SHOOT DATE **MARCH 20TH 2025**

MAY

- ATHLETE PHOTO
- SHOOT DATES **APRIL 8TH -11TH 2025**

JUNE

- MEN'S FASHION SHOOT
- SHOOT DATES **MAY 22ND 2025**

JULY

- WEDDING FASHION SHOOT
- SHOOT DATE **JUNE 19TH 2025**

AUGUST

- BACK TO SCHOOL FASHION
- **JULY 24TH 2025**

SEPTEMBER

- FALL FASHION SHOOT
- SHOOT DATE **AUG.14TH 2025**

OCTOBER

- HALLOWEEN COSTUME CONTEST
- SHOOT DATE
- **SEPT. 18TH 2025**

NOVEMBER

- SENIOR FASHION?
- SHOOT DATE **OCTOBER 23RD 2025**

JANUARY 2026

- WEDDING PHOTO SHOOT
- SHOOT DATE **DEC. 11TH 2025**

FEBUARY

- VALENTINE GUIDE SHOOT
- SHOOT DATE **JAN. 15TH 2026**

PRINT AD SECTION

MONTHLY FREQUENCY: FULL PAGE

ASK ABOUT OUR
SPECIAL
DEERBY WRAP-UP
EDITION

1X	4X	6X	8X	13X	18X
\$2000	\$1800	\$1700	\$1600	\$1500	\$1300

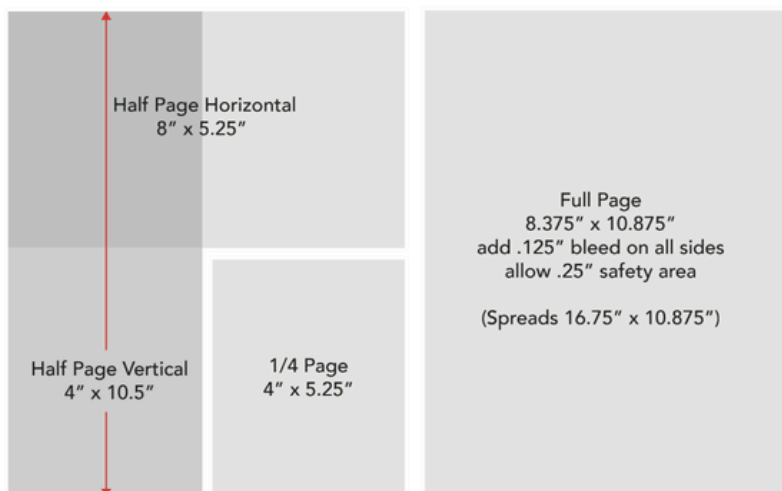
MONTHLY FREQUENCY : HALF PAGE

1X	4X	6X	8X	13X	18X
\$1000	\$950	\$900	\$850	\$800	\$750

MONTHLY FREQUENCY: QUARTER PAGE

1X	4X	6X	8X	13X	18X
\$700	\$675	\$650	\$625	\$600	\$550

DISPLAY MEASUREMENTS



ASK ABOUT OUR
NON-PROFIT RATES



DEMOGRAPHICS : ONLINE INFORMATION



60.73%

Women

WOMEN



21.45%

Male

MEN



17.82%

Unknown

**UNKNOWN
GENDER**

LAST UPDATED: 8/01/2025

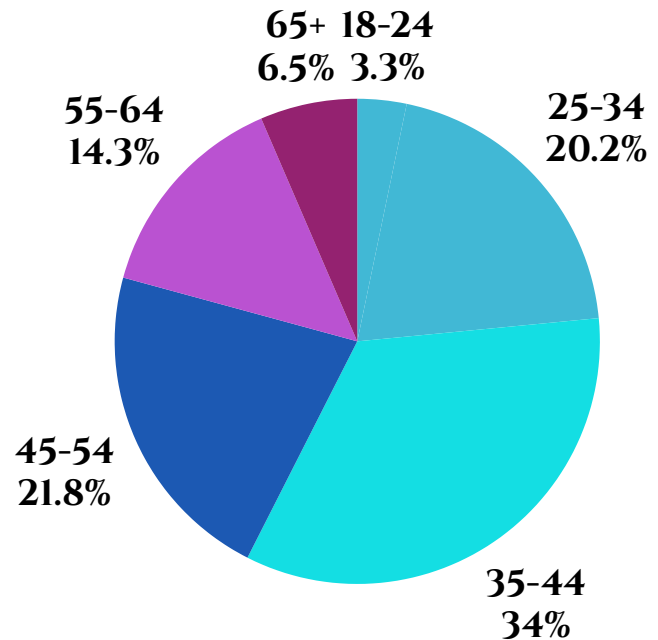
Our Male Audience has grown by 7% in the last year.

TARGET AGE GROUPS

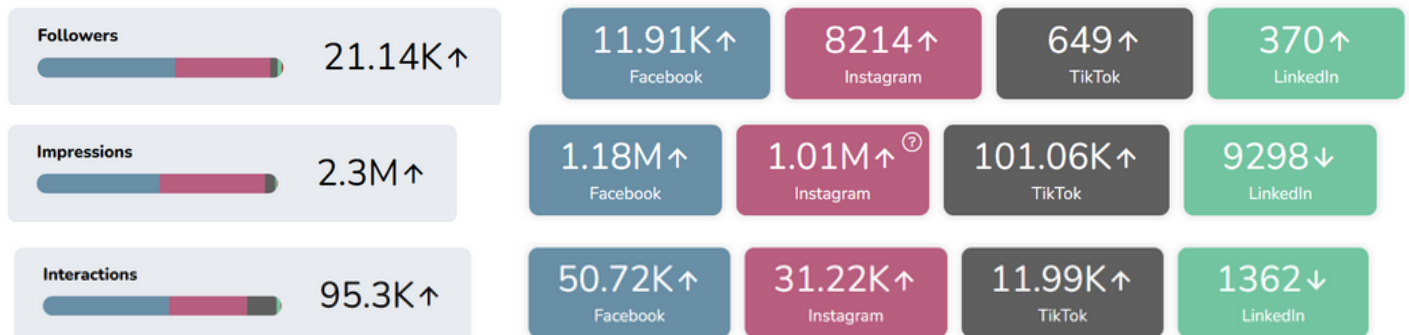
DATA PROVIDED BY METRICOOL
REACHED BY AGE ON PLATFORMS:
FACEBOOK, INSTAGRAM, LINKEDIN, TIKTOK.

**75.8% OF OUR TARGET
AUDIENCE IS BETWEEN
25YRS OLD TO 54YRS OLD**

LASTUPDATED: 8/01/2025



BETWEEN MAY 1ST - AUG. 1ST



LAST UPDATED: 8/01/2025

21.14K
subscribing Followers
On Social Media

35+K
Individuals
Visiting our
website Monthly

2.3M
Average
Impressions

LAST UPDATED: 4/11/2025

OVER 60K WEBSITE VISITS IN 90 DAYS SINCE APRIL 26, 2025

Apr 26 - Yesterday



compared to previous period (Jan 17 - Apr 25, 2025)

Site sessions

60,094

Unique visitors

54,816

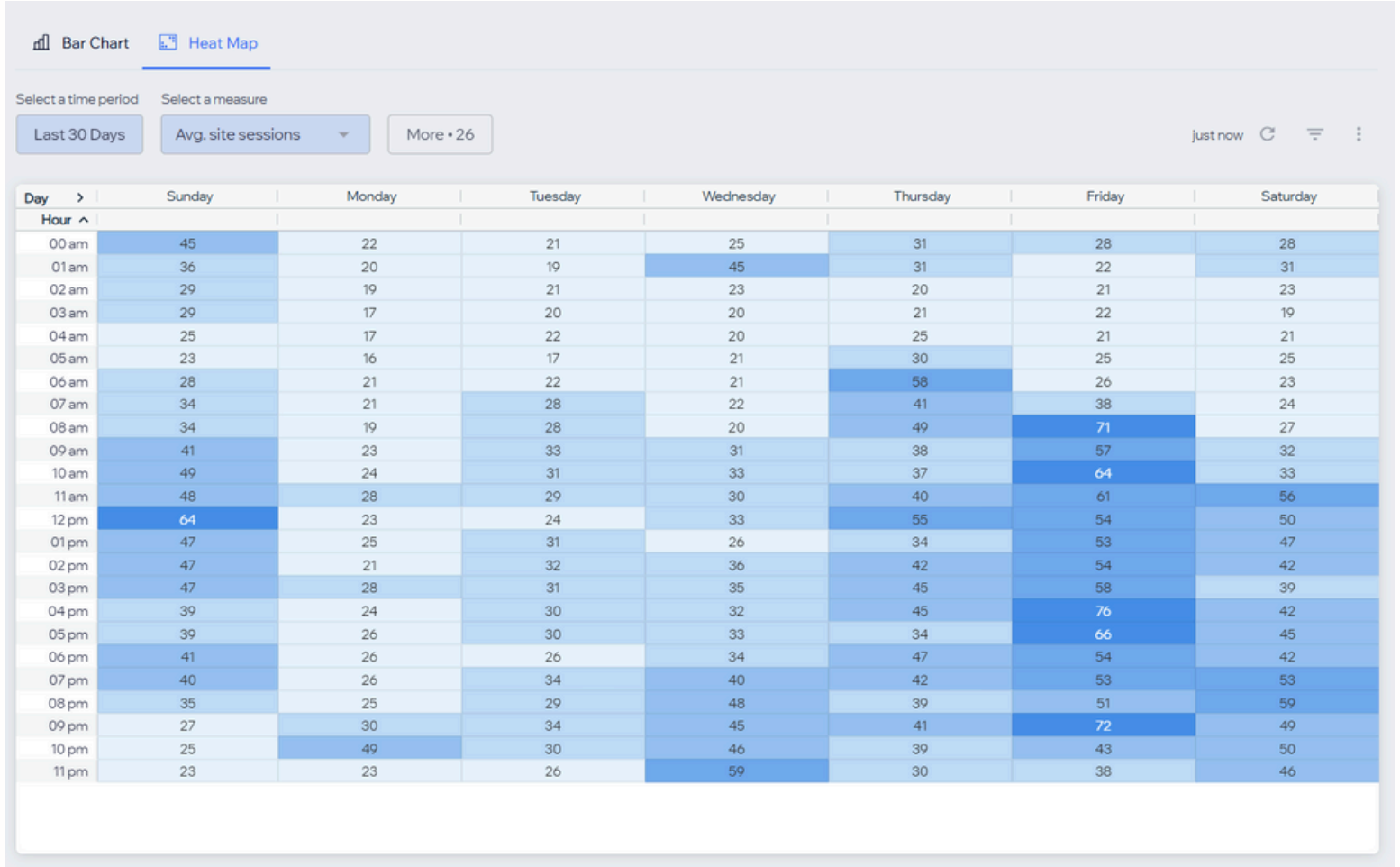
Sessions over time



CURRENTLY OVER 500 VISITORS A DAY AND CLIMBING.

THE MONTHLY SPIKE IS DUE TO OUR
PUBLICATION RELEASE DATE EVERY
MONTH. INFORMATION IS PROVIDED BY
WIX.COM

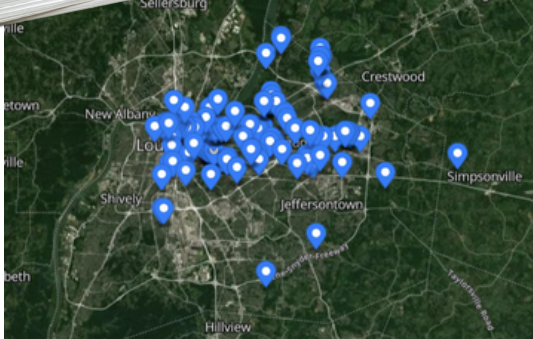
MAY 2025 - AUGUST 2025



OUR AVERAGE PER HOUR PER DAY OF HOW MANY
PEOPLE ACCESS OUR WEBSITE FROM WIX.COM

Our Website is always active!

DEMOGRAPHICS : PAPER & PRINT DELIVERY



**184 Distribution points
throughout Greater Louisville**

In the mailboxes of our loyal SUBSCRIBERS

**The waiting rooms of 60+ SELECT salons,
spas, dentists, and
doctor offices.**

**EACH MONTH at one of the city's Elite Balls
& Galas.**

**3.7 people report reading the same volume
after being brought home. Reaching an
estimated 44,400 people through paper a
month.**

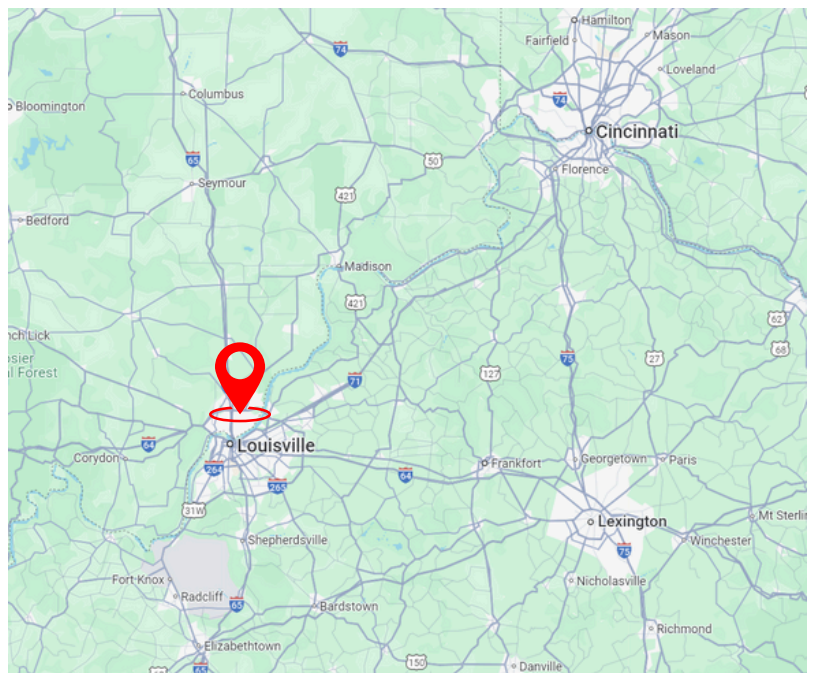
**100% pick-up rate, with people always asking
for more.**

OVER 180 LOCATIONS:

Discover convenience at its best!
With over **184** drop sites across
Louisville, Kentucky, we're proud
to offer the most extensive
network in the area. Check out
the full list on our website and
find a location near you today!

**40,000+ average magazine readers each month on
just paper.**

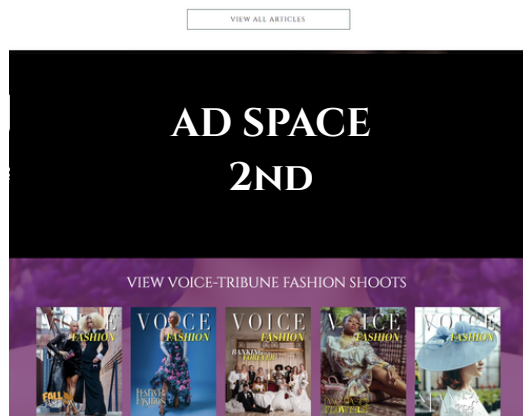
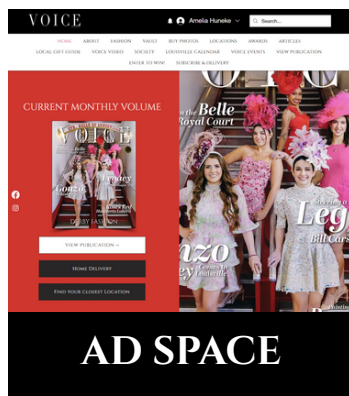
10K to 12K average volumes printed monthly!



**12K TO 10K PUBLICATIONS PRINTED AND DISTRIBUTED
A MONTH IN LOUISVILLE!**

January & February we print 10K do to Weather Conditions

WEBSITE & ONLINE SECTION



Advertising Options:

Rates are monthly.

- Leader Board (under online magazine): \$1200
- Rotating 2nd Banner Right under Article and above Fashion and Society sections on Main website: \$650
- Any Banner (Monthly, rotating): \$500

EXCLUSIVE E-MAIL BLASTS

Options:

- Exclusive Email Blast: \$950

NEWSLETTER

Ad Options:

- 1 Ad: \$500
- 2 Ads: \$750
- 4 Ads (Monthly): \$1000

VIDEO ON VOICE-TRIBUNE WEBSITE

- Pricing available upon request

