



# MEDIA KIT

## 2025 - 2026

[WWW.VOICE-TRIBUNE.COM](http://WWW.VOICE-TRIBUNE.COM)





# ABOUT

For more than seven decades, the VOICE-TRIBUNE has been a heartbeat of Louisville—amplifying the stories, people and places that make the city distinct. With a bold monthly print edition now distributed across 180+ local outlets and a vibrant digital presence reaching over 30,000 online readers and 2 million+ annual impressions, we blend rich imagery, thoughtful storytelling and meaningful community engagement. Guided by a clear mission to “champion the people” of our city, the VOICE-TRIBUNE offers advertisers and partners unmatched access to a discerning, connected audience that values authenticity, luxury, local flavor and legacy. Whether profiling a downtown dynamo, highlighting a neighborhood hero or showcasing a cultural landmark, our content brings your message into a context of community, credibility and style.



## ADVERTISING OPPORTUNITIES:

Monthly  
Publication Ads

Social Media &  
Event  
Coverage

Website  
Banner Ads

E-Blasts

Society  
Coverage



(502) 533-5604



mike@voice-tribune.com



@thevoicetribune

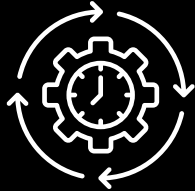


135 Chenoweth Ln Suite  
1000, Louisville, KY 40207

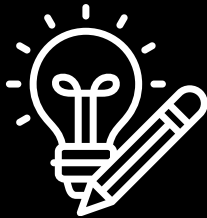
# WHAT MAKES A SUCCESSFUL MARKETING CAMPAIGN



Knowing Your  
Audience



Having  
Consistency



Having A  
Compelling  
Creative

Knowing your audience, maintaining consistency, and committing to your marketing efforts are essential because they build trust, brand recognition, and long-term impact. Pairing that with compelling, engaging creative ensures your message not only reaches the right people—but resonates, inspires action, and sets you apart in a crowded market.

# OUR AUDIENCE



## Demo By Gender:

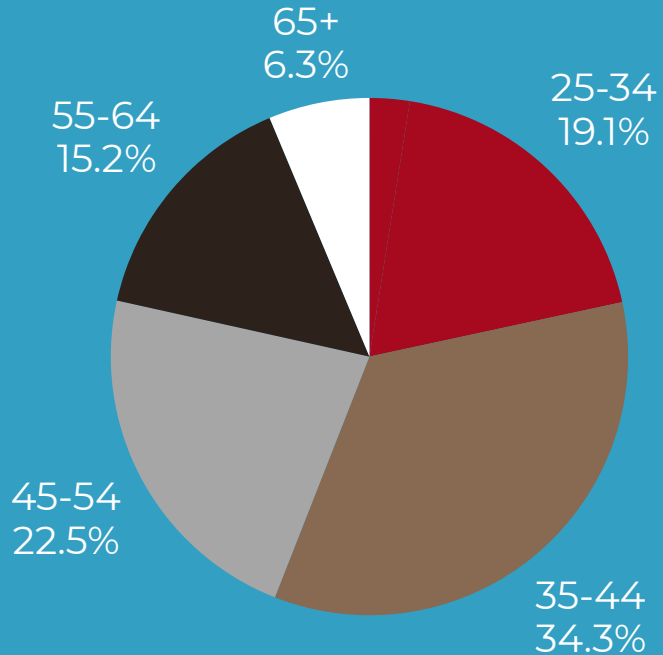


73.6%  
WOMEN



26.4%  
MALE

## Demo By Age Groups:



# OUR REACH



Followers



21.14K↑

11.91K↑

Facebook

8214↑

Instagram

649↑

TikTok

370↑

LinkedIn

Impressions



2.3M↑

1.18M↑

Facebook

1.01M↑<sup>?</sup>

Instagram

101.06K↑

TikTok

9298↓

LinkedIn

Interactions



95.3K↑

50.72K↑

Facebook

31.22K↑

Instagram

11.99K↑

TikTok


1362↓

LinkedIn

DATA PROVIDED BY METRICOOL


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





**Full Page Ad:  
8.375" x 10.875"**

**SPECS: BLEED .125 WITH  
.25 SAFETY AREA**



**Half Page Ad  
Horizontal:  
8" x 5.25"**

Half Page Ad  
Vertical:  
4" x 10.5"

**1/4 Page Ad:  
4" x 5.25"**



# MONTHLY DISPLAY RATES: PRINT

ASK ABOUT OUR  
SPECIAL  
DEERBY WRAP-  
UP EDITION



## Monthly Frequency: Full Page

1x	4x	6x	8x	13x
\$2000	\$1800	\$1700	\$1600	\$1500

## Monthly Frequency: Half page

1x	4x	6x	8x	13x
\$1000	\$950	\$900	\$850	\$800

## Monthly Frequency: Quarter page

1x	4x	6x	8x	13x
\$700	\$675	\$650	\$625	\$600

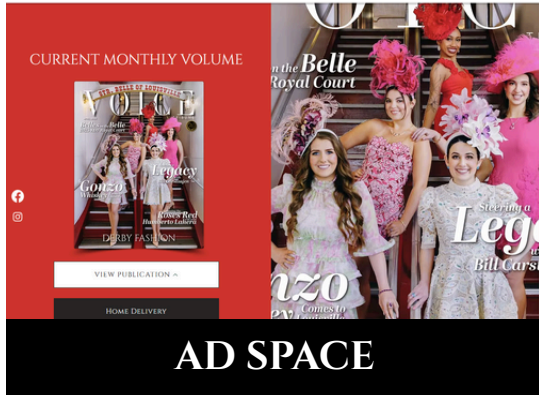


ASK ABOUT  
OUR  
NONPROFIT  
RATES!

THE VOICE ISN'T JUST A PRINT PUBLICATION; IT'S AN AMAZING COLLABORATION LIFTING UP  
INNOVATORS, CREATORS, AND IMPACTORS IN THE CITY.

REGAN NICHOLS - THE LOUISVILLE BALLET

# MONTHLY DISPLAY RATES: ONLINE



## Leaderboard Banner – \$1,200

Our most prominent placement.

Located directly beneath the online magazine, this premium banner grabs attention the moment readers land on the site. It's ideal for brand awareness, major announcements, or promotions you want front and center.

## Rotating 2nd Banner – \$650

Strategic mid-page visibility.

Placed just under featured articles and above the Fashion & Society sections, this banner reaches users actively engaging with content. It's a smart choice for high visibility without the premium price tag.

## Rotating Banner (any placement) – \$500

Flexible exposure, consistent results.

Your ad rotates across various high-traffic areas of the site, providing broad exposure to a diverse audience. A great option for maintaining visibility on a budget.

## Exclusive Email Blast – \$950

Reach our engaged follower base with a dedicated email featuring only your content. No Distractions - Just your message.

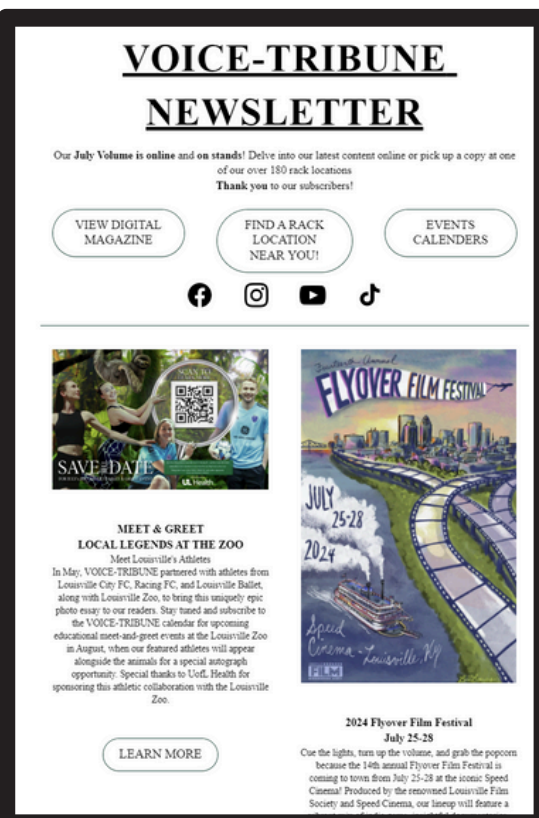
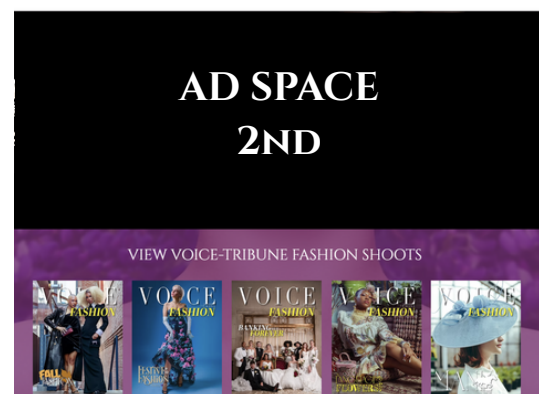
## Newsletter Advertising

1 Ad – \$500: Great for a quick spotlight or timely promo.

2 Ads – \$750: Double your visibility in one or multiple sends.

4 Ads (Monthly) – \$1,000: Stay top-of-mind all month long.

**THE VOICE-TRIBUNE SHOWCASES LOUISVILLE'S  
SOCIAL SCENE WITH SOCIETY COVERAGE OF  
GALAS, FUNDRAISERS, COMMUNITY EVENTS, AND  
MILESTONE MOMENTS—CELEBRATING THE PEOPLE,  
ORGANIZATIONS, AND STORIES THAT BRING OUR  
CITY TOGETHER.**





# MONTHLY CONTENT SCHEDULE

**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
- 2026 BALLS & GALAS GUIDE
- SUMMER CAMPS & ACTIVITIES GUIDE

## FEBRUARY

- LOVE ISSUE
- SHOP LOCAL
- HEALTH / FITNESS / BEAUTY
- SENIOR LIVING

## MARCH

- SPRING HOME & GARDEN
- SPRING FASHION

## APRIL

- DERBY

## MAY

- ATHLETES
- REAL ESTATE

## JUNE

- MEN IN BUSINESS
- DINING GUIDE
- TRAVEL CONTENT
- MENS FASHION

## JULY

- WEDDINGS
- FAMILY
- SUMMER HOME

## AUGUST

- WOMEN IN BUSINESS
- PHILANTHROPY

## SEPTEMBER

- BOURBON
- FALL FASHION
- FESTIVAL COVERAGE

## OCTOBER

- THE ARTS & ENTERTAINMENT
- FALL HOME
- INTERIOR DESIGN

## NOVEMBER

- NON-PROFIT & GIVING GUIDE.
- SHOP LOCAL
- HOLIDAY ENTERTAINMENT
- SENIOR LIVING

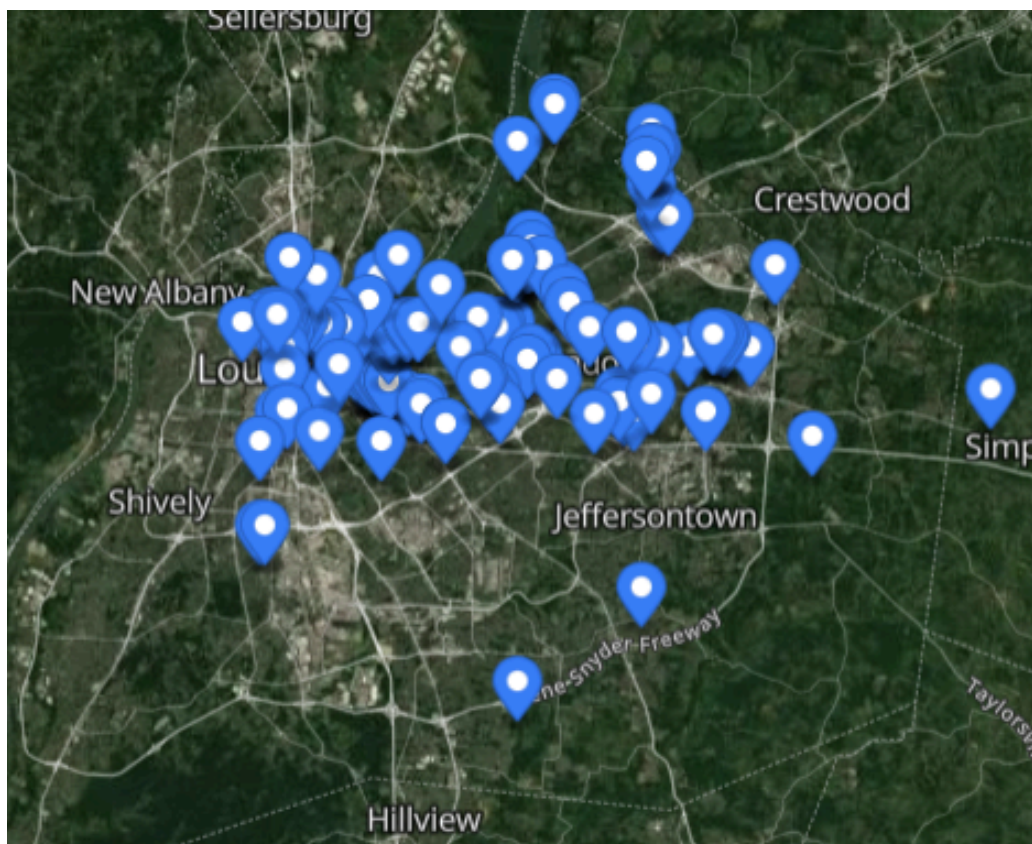
## DECEMBER

- YOUR VOICE AWARDS WINNERS.
- HOLIDAY HOME



# 📍 PRINT & DELIVERY

Discover convenience at its best! With over 184 drop sites across Greater Louisville, Kentucky, this extensive distribution network ensures maximum reach, from the mailboxes of loyal readers to the waiting rooms of 60+ select salons, spas, dentists, and doctor offices, and even at the city's most elite balls and galas each month. Each issue reaches at least an estimated 37,000 people, with an average of 3.7 readers per copy brought home. Boasting a 100% pick-up rate and consistent demand for more, this publication is one of the most effective ways to engage with a broad and enthusiastic local audience. Check out the full list of locations on our website and find a drop site near you today!



VIEW FULL LIST OF  
DELIVERY LOCATIONS AT  
[WWW.VOCIE-TRIBUNE.COM](http://WWW.VOCIE-TRIBUNE.COM)

VOICET  
TRIBUNE



# Thank You

## OUR MISSION STATEMENT:

**YOUR CITY. YOUR STORY. YOUR VOICE.**

**ARE YOU PASSIONATE ABOUT KENTUCKY? DO YOU HAVE A STORY TO TELL? AT THE VOICE-TRIBUNE, YOUR VOICE MATTERS. WE SPOTLIGHT THE PEOPLE, PLACES, AND CULTURE THAT MAKE LOUISVILLE UNIQUE—FROM LOCAL BUSINESSES AND COMMUNITY LEADERS TO NEIGHBORHOOD EVENTS AND INSPIRING PERSONAL JOURNEYS.**

**FOR NEARLY 75 YEARS, THE VOICE-TRIBUNE HAS BEEN A TRUSTED REFLECTION OF LOUISVILLE. UNDER THE LEADERSHIP OF AMELIA FRAZIER THEOBALD, WE REMAIN COMMITTED TO REPRESENTING EVERY CORNER OF OUR CITY—ITS HISTORIC NEIGHBORHOODS, THRIVING ENTREPRENEURS, WORKING FAMILIES, AND DIVERSE COMMUNITIES.**

**ROOTED IN THE MEANING OF “TRIBUNE,” CHAMPION OF THE PEOPLE, OUR MISSION IS TO UPLIFT AUTHENTIC STORIES. FROM SMOKETOWN TO ST. MATTHEWS, SHAWNEE TO NULU, AND EVERY NEIGHBORHOOD IN BETWEEN, WE CELEBRATE THE VOICES THAT SHAPE LOUISVILLE.**

**WITH OUR NEW MONTHLY RELEASE, WE’RE DEDICATED TO DEEPER STORYTELLING—HIGHLIGHTING GRASSROOTS EFFORTS, LOCAL TRIUMPHS, AND THE EVERYDAY RESILIENCE THAT POWERS OUR CITY.**

**SHARE YOUR STORY. MAKE YOUR VOICE HEARD. JOIN US IN CELEBRATING LOUISVILLE.**

**—THE VOICE-TRIBUNE TEAM**



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