



VOICE
LOUISVILLE



MEDIA KIT

2025 - 2026

WWW.VOICE-TRIBUNE.COM



KING DORIAN

RANDOM ACTS OF KINDNESS

MEN'S V

ARTISTS & ATHLETES



ARTISTS & ATHLETES



ARTISTS & ATHLETES

WINTER WEDDING VOLUME

BANKING ON FOREVER

ALSO FEATURING

ALLS & GALAS OF THE NEW YEAR / STUDIES IN HEALING WITH KATHRYN

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

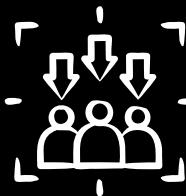


@thevoicetribune

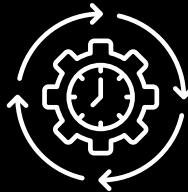


135 Chenoweth Ln Suite 1000, Louisville, KY 40207

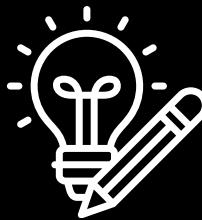
WHAT MAKES A SUCCESSFUL MARKETING CAMPAIGN



Knowing Your
Audience



Having
Consistency



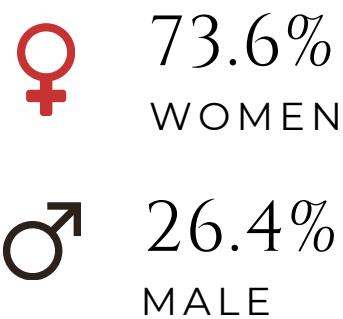
Having A
Compelling
Creative

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.

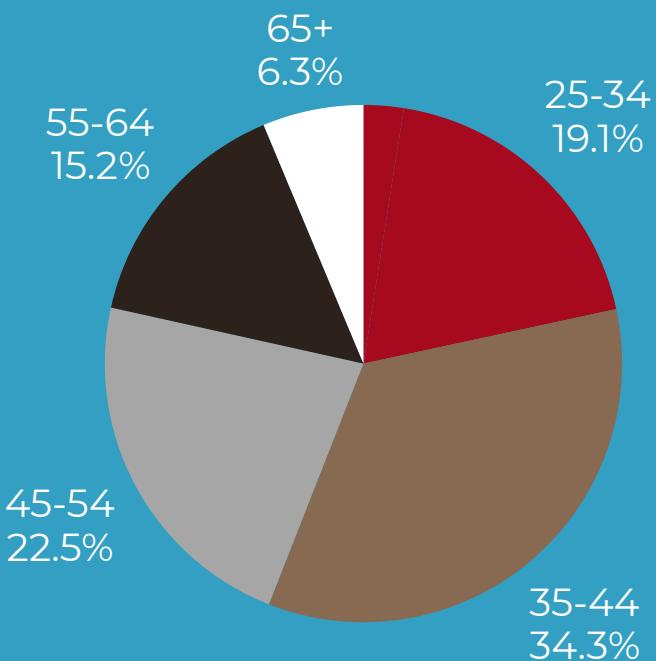
OUR AUDIENCE



Demo By Gender:



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↑?

Instagram

101.06K↑

TikTok

9298↓

LinkedIn

Interactions



95.3K↑

50.72K↑

Facebook

31.22K↑

Instagram

11.99K↑

TikTok

1362↓

LinkedIn

DATA PROVIDED BY METRICCOOL

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

AMY D WAGNER

502.291.7058

- Licensed Professional Realtor
- Award Winning Designer
- Multi-Million Dollar Producers
- Over 17 Years Experience in The Industry



VOICE

TRIBUNE

Dear Louisville Voices & Readers,

When our team first envisioned this Women's Volume, we wanted to do more than simply highlight strong women, we wanted to capture why they are strong. We wanted to showcase what fuels them, who they lift up, what they create, and how they move through the world in ways that inspire not just admiration, but action. Women who represent the spirit of Louisville.

This issue is a love letter to the women who are building, healing, mixing, molding, and broadcasting Louisville's story—in their own words, in their own voice, on their own terms.

Someone like Lisa Frye, a champion of artists and misfits alike, whose Art Sanctuary is more than a venue—it's a home. A heartbeat. A reminder that community is created by those brave enough to believe in it. We meet Cara Shelton, who honors legacy and leads with innovation at Margaret's Fine Consignments. And we explore how bourbon isn't just Kentucky's claim to fame—it's a craft, a culture, and in the hands of Ale Ochoa of Jefferson's, a science and an art form.

From radio queens like Chez K. Woolfolk, Bella Rae, Kelly K, and Emily On The Radio, who remind us that influence starts with authenticity. To artists like Halley Peryera, who shapes identity from day and memory, this issue pulses with strength. Each story is different. But they all echo the same truth: when women rise, they don't just lift themselves, they build spaces, spark conversations, and shape cities.

You'll find yourself inspired by the quiet strength of ranch life at Rainbow Acres, stirred by Jamey Johnson's reflection on country music and connection, and refreshed by Jennifer Brian's cocktail revolution that makes room for everyone at the table.

This volume also celebrates moments of transformation, whether through Tim Karkava's storytelling lens, the multifaceted beauty of the Love & Marriage exhibit at the Frizer History Museum, or the unforgettable events you can now host at Angel Envy Distillery where legacy and love blend as smoothly as the bourbon.

Together, these stories reflect a Louisville that is fierce, tender, talented, curious, and deeply committed to telling its truth.

Thank you for letting us tell these stories. And thank you to the women who ARE these stories. May this issue inspire someone to build, to create, to speak up, to believe again—and most of all, to know that their voices belong here.

With admiration and endless gratitude. Cheers to the many VOICES of Louisville

Amelia Frazier Theobald

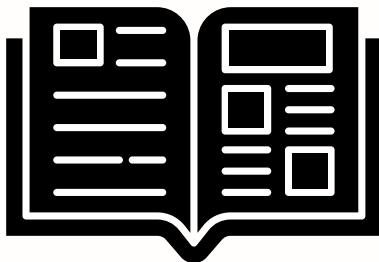
Publisher & CEO, The VOICE-TRIBUNE



VOICE-TRIBUNE JULY 2025



Bridging Print & Digital:
Our QR Code integration drives readers directly from the pages of our publication to your website, event or social platform, instantly!



WATERFRONT BOTANICAL GARDENS

Where Stunning Views Meet Perfect Celebrations.

Say "I do" surrounded by blooming gardens, sweeping skyline views, and timeless elegance at Louisville's most breathtaking wedding venue. Contact us today to schedule a tour.

1435 Frankfort Avenue
waterfrontgardens.org/rentals • 502.539.4230



**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"**

WATERFRONT BOTANICAL GARDENS

Wonder Begins Here

At Waterfront Botanical Gardens, simple moments spark a lifelong connection to nature. Your support ensures the Gardens will flourish into the future, creating a legacy of beauty, education, and inspiration for our entire community.

1435 Frankfort Ave 40206
waterfrontgardens.org

Scan to Donate

What Success & Self-Sufficiency Look Like.

Family Scholar House works to end the cycle of poverty by empowering families and youth to succeed in education and achieve life-long self-sufficiency. Our residential families have experienced persistent poverty, unstable housing and, often, domestic violence. We meet them where they are and empower them toward their educational, career and family goals. You can join us by donating needed items, becoming a financial supporter or volunteering. When you do, you'll be helping to replace generational poverty with self-sufficiency and success.

FAMILY SCHOLAR HOUSE

Family
AFFILIATES

family scholar house.org

**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
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\$2000	\$1800	\$1700	\$1600	\$1500
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Monthly Frequency: Half page

1x	4x	6x	8x	13x
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\$1000	\$950	\$900	\$850	\$800
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Monthly Frequency: Quarter page

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



CURRENT MONTHLY VOLUME

VIEW PUBLICATION ▾

HOME DELIVERY

VIEW ALL ARTICLES

AD SPACE

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.

VIEW VOICE-TRIBUNE FASHION SHOTS

AD SPACE

2ND

VOICE-TRIBUNE
NEWSLETTER

Our July Volume is online and on stands! Dive into our latest content online or pick up a copy at one of our over 150 rack locations. Thank you to our subscribers!

VIEW DIGITAL MAGAZINE

FIND A RACK LOCATION NEAR YOU!

EVENTS CALENDARS

[f](#) [i](#) [y](#) [t](#)

SAVE THE DATE

MEET & GREET LOCAL LEGENDS AT THE ZOO

Meet Louisville's Athletes

In May, VOICE-TRIBUNE partnered with athletes from Louisville City FC, Racing FC, and Louisville Ballet, along with Louisville Zoo, to bring this uniquely epic photo essay to our readers. Stay tuned and subscribe to the VOICE-TRIBUNE calendar for upcoming educational meet-and-greet events at the Louisville Zoo. In August, when our featured athletes will appear alongside the names for specific meet-and-greet opportunity. Special thanks to UofL Health for sponsoring this athletic collaboration with the Louisville Zoo.

2024 Flyover Film Festival

July 25-28

Speed Cinema Louisville, Ky.

Learn More

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

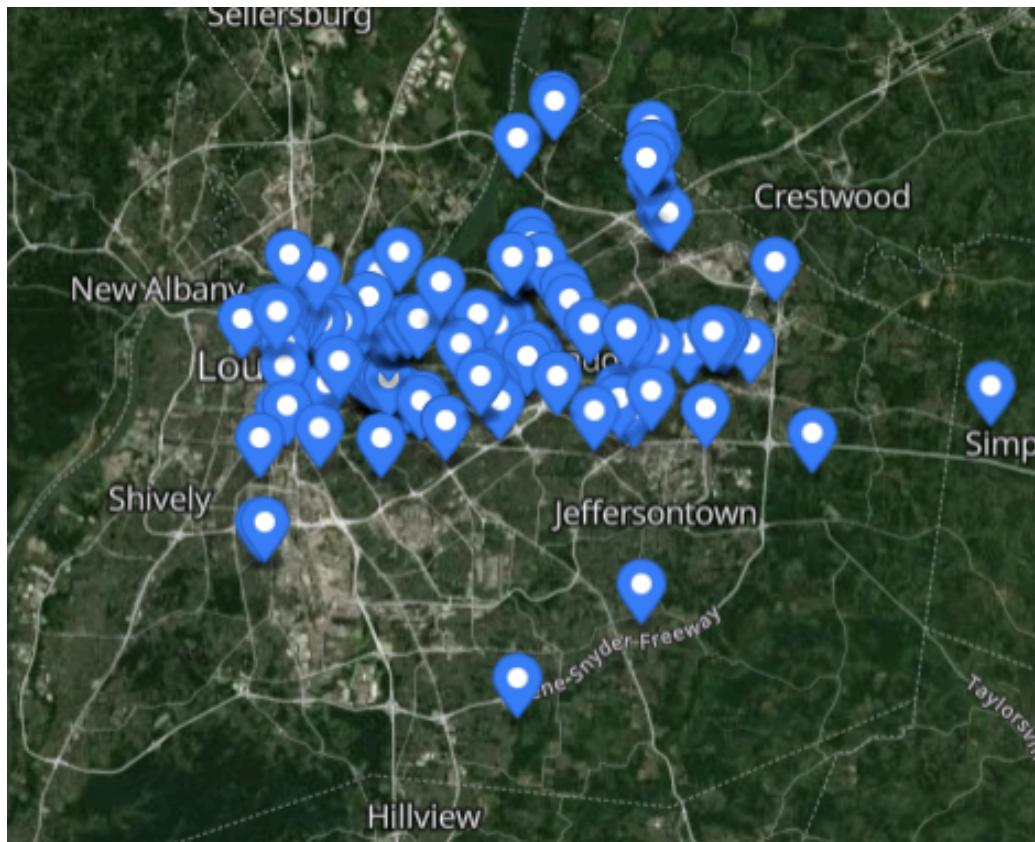
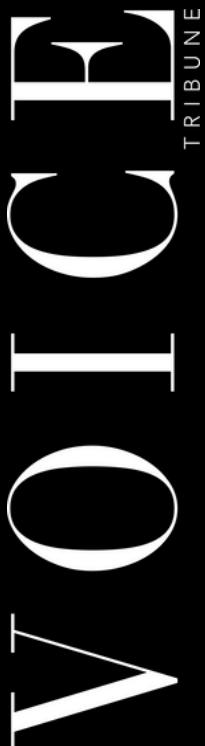
DECEMBER

- 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



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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