Overview

For nearly thirty years, the Louisiana Endowment for the Humanities has been publishing the premier magazine of Louisiana history and culture, first under the masthead *Louisiana Cultural Vistas*, then as *64 Parishes*, beginning fall 2018.

*64 Parishes* believes that every corner of Louisiana has something to say. We work with writers, artists, and communities to tell stories that explore our past and reflect on our present, stories that are all about Louisiana.

Writers like Ernest Gaines, Walter Isaacson, Alison Fensterstock, Jessica B. Harris, and Maurice Carlos Ruffin stand out among the bylines.

Photographs by Michael P. Smith, Ralston Crawford, Deborah Luster, and Keith Calhoun and Chandra McCormick jump off the pages.

Artwork from the likes of Sister Gertrude Morgan, John Scott, and William Joyce add to the rich visuals.

With so many diverse but exceptional contributors, it’s no wonder that we’re the recipient of more than 160 awards from the Press Club of New Orleans.
Our Readers

• Our readers are **locals, tourists, legislators, and Louisiana lovers** representing **all 64 parishes of the state**.
• They are **educated** and **engaged**: 90% have bachelors degree or higher, and 55.6% have a graduate degree.
• More than half earn **$75k or more**.
• **More than 70% consider 64 Parishes their favorite magazine.**
• More than half share their copy of the magazine with someone else.
• And, importantly, **77% percent of readers gave 64 Parishes the highest rating in reliability**. Our readers trust the content we produce, and that reliability will translate to your brand.

Readership
35,000+

Monthly Web Views
75,000+

Facebook
10,000+ likes

Twitter
5,000+ followers

Instagram
2,000+ followers

E-newsletter
1,500+ subscribers

Reader feedback

"As an immigrant to Louisiana, Cultural Vistas and now 64 Parishes has been my favorite magazine for the last 20 years. Every issue teaches me something I didn't know about my adopted state. I love it all. I really like the new understated format of 64 Parishes and anxiously look forward to the new issues as they're announced in the newsletter. Keep up the good work!"

"Keep up the good work! You make the state of LA look good!"
Editorial Mix

64 Parishes is the state’s cultural authority, leveraging partnerships with museums, archives, universities, and scholars to share stories that no other media outlet can deliver.

Spring 2020  Summer 2020  Fall 2020  Winter 2020
Humanities Awards  Change and Transition  Folklife  Stay tuned

Regular Features

Visual & Performing Arts · Literature
Foodways · History · Geography
Current Events · Festivals · Exhibits

Partner Content

Subject to change.
Alexandria Museum of Art
CODOFIL
Hilliard University Art Museum
Louisiana Architecture Foundation
Louisiana State Museum
Masur Museum
New Orleans Museum of Art
Newcomb Art Museum
Northeast Louisiana Arts Council
Ogden Museum of Southern Art
Shreveport Regional Arts Council
The Historic New Orleans Collection
Distribution

*64 Parishes* is distributed for free at **150+ locations in 25+ cities** and at all LEH-funded events and programs.

It is sent to **thousands of subscribers** and is available for purchase at **Barnes & Noble, Books-A-Million, and independent bookstores** throughout Louisiana and into Texas.

*64 Parishes* can be found in **libraries in all 64 parishes**, and in the district and Baton Rouge office of every state legislator.

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**LOUISIANA**

**Ascension Parish**
- Houmas House
- Sorrento Visitor Center

**Beauregard Parish**
- Beauregard Museum
- Beauregard Tourist Commission

**Caddo Parish**
- Art Station
- Barnes & Noble (Youree)
- Feist-Weiller Cancer Center
- Marlene Yu Museum
- Meadows Museum of Art
- Norworthly Gallery
- Rhino Coffee Downtown
- Rhino Coffee Uptown
- Robinson Film Center
- Shreveport Bossier Tourism
- Shreveport Little Theatre
- Southern University Museum of Art at Shreveport
- The R.W. Norton Art Gallery

**Calcasieu Parish**
- Arts and Humanities Council of Southwest Louisiana
- Books-A-Million
- Lake Charles Convention & Visitors Bureau
- Stellar Beans Coffee

**Concordia Parish**
- Vidalia Visitors Center

**DeSoto Parish**
- DeSoto Arts Council

**East Baton Rouge**
- Alexander's Highland Market
- Arts Council of Greater Baton Rouge
- Barnes & Noble (Bluebonnet)
- Barnes & Noble (Citiplac)
- Cook Hotel
- Louisiana Travel
- Marriott Hotel
- Old State Capitol

**Iberia Parish**
- Iberia Parish Visitors Bureau
- Books Along the Teche

**Iberville Parish**
- Iberville Parish Tourism

**Jefferson Parish**
- Barnes & Noble (West Bank Expressway)
- Barnes & Noble (Veterans)
- Best Western Bayou Inn
- Country Inn & Suites Crown Plaza
- Doubletree
- Hilton Garden Inn Airport
- Sheraton Galleria
- Holiday Inn New Orleans Westbank
- Residence Inn by Marriott

**Lafayette Parish**
- Acadiana Center for the Arts
- Antoni’s Italian Cafe
- Barnes & Noble (Johnson)
- Basin Arts
- Books-A-Million
- Carpe Diem Gelato
- Cedar Deli
- Creole Lunch House
- Festival of Words
- Friends of the Humanities
- Hilliard Museum
- Johnson’s Boucaniere Restaurant
- Lafayette International Trade Center
- Lafayette Parish Tourism
- Reve Coffee Roasters
- UL Press
- Vermilionville Village

**Lafourche Parish**
- Ellender Memorial Library

**Lincoln Parish**
- Dixie Center for the Arts

**Livingston Parish**
- Livingston Parish Convention & Visitors Bureau

**Madison Parish**
- Madison Parish Welcome Center
- Mound Visitor Center

**Natchitoches Parish**
- Natchitoches Tourism
Distribution

**Orleans Parish**
1850 House Museum
941 Decatur Visitor Center
Alder Hotel
All About New Orleans
Amistad Research Center
Avenue Plaza
Beauregard-Keyes House
Bourbon Orleans
Cafe du Monde
Clarion Inn & Suites
Columns Hotel
Comfort Suites
Civil War Museum
Dorian Bennett
Eclectic Home
Four Points Sheraton
French Market Inn
French Quarter State Visitors Center
Garden District Books
Grand Boutique Hampton
Inn Garden District
Hard Rock Cafe
Harrah’s Hotel
Hilton Garden Inn
Hilton St. Charles Historic
French Market Holiday Inn
Superdome Homewood Suites
Hotel St. Marie
Hyatt Regency
J.W. Marriott
La Quinta Inn & Suites
Lafayette Hotel
LePavillon Hotel
Loews Hotel
Louisiana Music Factory
Maison Dupuy
Maison Orleans
Maison St. Charles
Mardi Gras World
Monteleone Hotel
National WWII Museum
Neal Auction House
New Orleans Auction
Newcomb Art Museum
Octavia Books
Ogden Museum of Southern Arts
Omni Royal Orleans
One Book New Orleans
Place d’Armes
Prince Conti Hotel
Renaissance Hotel
Riverfront Wyndham
Roosevelt Hotel
Royal Sonesta
Rubensteins
St. Ann’s Visitor Center
The Historic New Orleans Collection
The Modern Hotel
The Ritz Carlton
The Shops at Canal Place
The Whitney (Wyndham)
W French Quarter Hotel
Westin Canal Place
Where Y’Art
Windsor Court
Wyndham French Quarter

**Ouachita Parish**
Chennault Aviation & Military Museum
Masur Museum of Art
Northeast Louisiana Arts Council
Schepis Museum

**Rapides Parish**
Books-A-Million
Alexandria Museum of Art
Arts Council of Central Louisiana

**St. James Parish**
Oak Alley Plantation
Laura Plantation
St. Joseph Plantation

**St. John the Baptist Parish**
San Francisco Plantation

**St. Landry Parish**
St. Landry Parish Tourist Commission

**St. Martin Parish**
Breaux Bridge Tourism

**St. Tammany Parish**
Barnes & Noble
Books-A-Million
Slidell Visitors Center
St. Tammany Tourism

**Tangipahoa Parish**
Books-A-Million
Kentwood Visitors Center

**Washington Parish**
Washington Parish Tourism Commission

**West Baton Rouge Parish**
West Baton Rouge Museum

**West Feliciana Parish**
St. Francisville Visitor Center

**Vernon Parish**
Grambling University

**TEXAS**

**Beaumont**
Barnes & Noble (Dowlen)

**Houston**
Barnes & Noble (Westheimer)
Barnes & Noble (Memorial)

**San Antonio**
Barnes & Noble (Loop 410)
Editorial Calendar

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<th>Issue</th>
<th>Materials Due</th>
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<td>Summer (June, July, August)</td>
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<td>Fall (September, October, November)</td>
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<td>Winter (December, January, February)</td>
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Standard Print Ad Rates and Specifications

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<th>Dimensions</th>
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Specifications for full page, bleed:
- Trim Size: 8.25" x 10.875"
- Safe Area: 7.25" x 9.875" Bleed: .125"

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<tr>
<td>Back Cover</td>
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Specifications for back cover, bleed:
- Trim Size: 8.25" x 8.6"
- Safe Area: 8" x 8.35"
- Bleed: .125"

Format: PDF at a resolution of 300 dots per inch (300 DPI)
Print: sheet-fed press/enamel stock, perfect bound

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