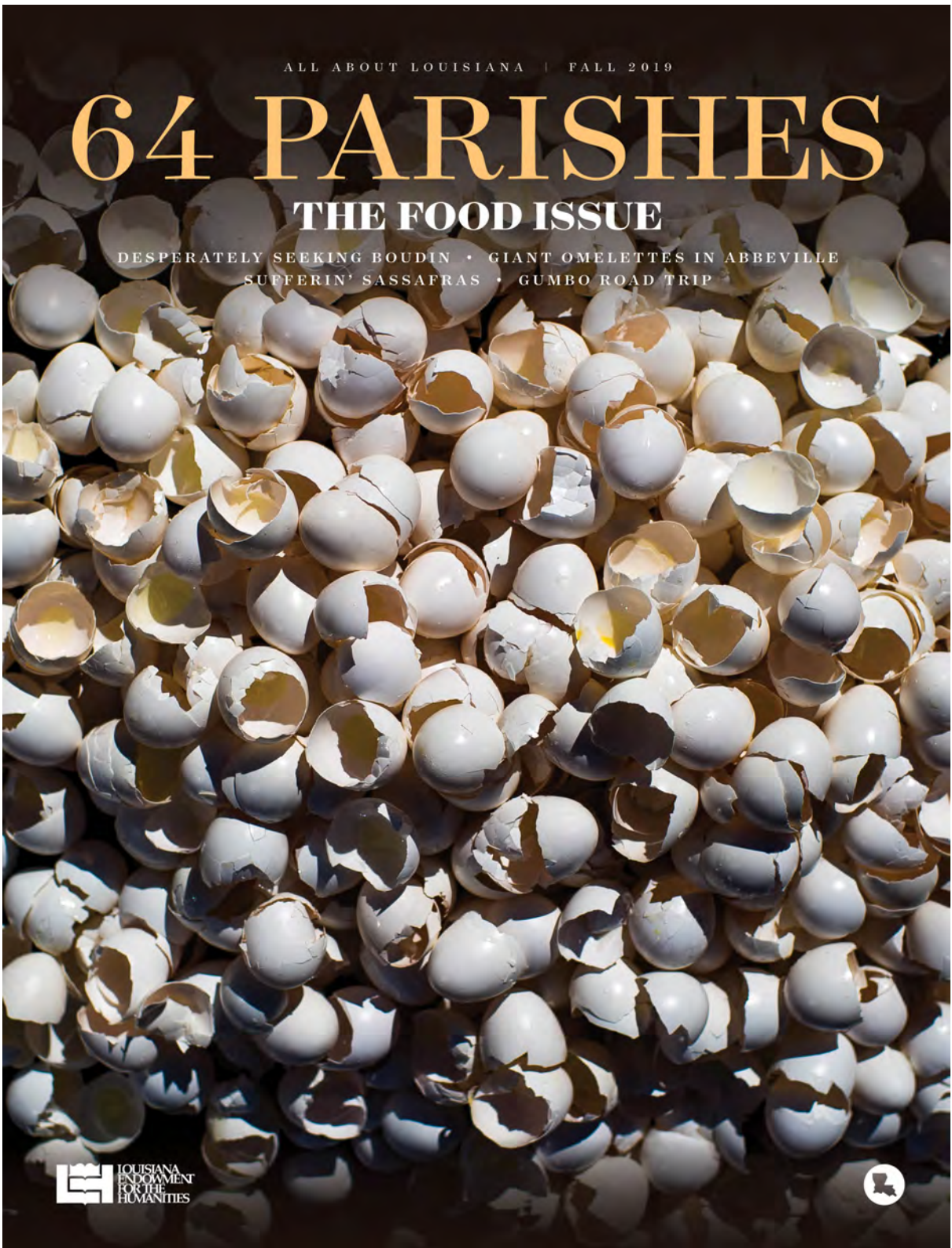


ALL ABOUT LOUISIANA | FALL 2019

# 64 PARISHES

## THE FOOD ISSUE

DESPERATELY SEEKING BOUDIN • GIANT OMELETTES IN ABBEVILLE  
SUFFERIN' SASSAFRAS • GUMBO ROAD TRIP



**2020**

**Media Kit**

Lauren Noel  
Marketing and Sales Coordinator  
(504) 620-2636  
noel@leh.org

# 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

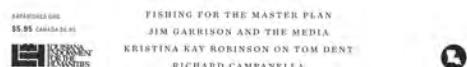


ALL ABOUT LOUISIANA • FALL 2019

# 64 PARISHES

LISTENING TO 300 YEARS OF NEW ORLEANS MUSIC

FRONTROW Maurice Carlos Ruffin / Ned Sublette / DJ Soul Sister / Michael Tisserand  
Ladee Hubbard / Christian Scott / Matt Sakakeeny & Oliver Wang / Gwen Thompkins  
Mia X with Holly Hobbs / Quintron / Tom Piazza / Elijah Wald / Alex Rawls / Jennifer Odell  
Jack Belsom / John Swenson / Rob Walker / and guest editor Alison Fensterstock



# 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**.

## 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  
Norsworthy 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 (Citiplace)  
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  
Vermillionville 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  
Books-A-Million  
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**

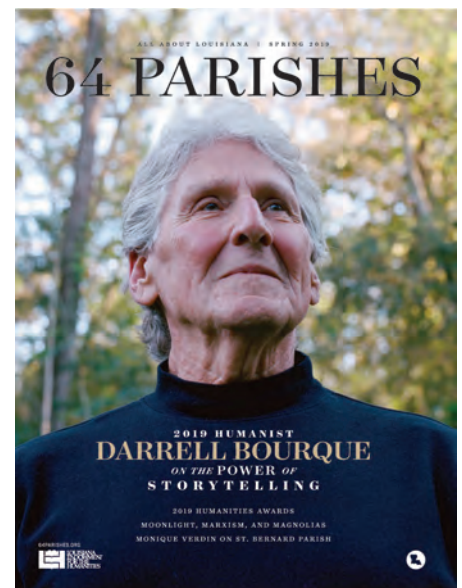
Barnes & Noble (Dowlen)

### **Houston**

Barnes & Noble (Westheimer)  
Barnes & Noble (Memorial)

### **San Antonio**

Barnes & Noble (Loop 410)



# Editorial Calendar

Issue	Materials Due	Distributes
Spring (March, April, May)	January 24	March 1
Summer (June, July, August)	April 23	June 1
Fall (September, October, November)	July 23	September 1
Winter (December, January, February)	October 22	December 1

## Standard Print Ad Rates and Specifications

Color Ads	Dimensions	1 x Rate	4 x Rate
Full Page, No Bleed	7" x 9.625"	\$1,990	\$1,490
Full Page, Bleed	8.5" x 11.125"	\$1,990	\$1,490
<b>Specifications for full page, bleed:</b>			
Trim Size: 8.25" x 10.875"			
Safe Area: 7.25" x 9.875" Bleed: .125"			
1/2 Page	7" x 4.75"	\$1,220	\$915
1/4 Page	3.375" x 4.75"	\$800	\$650
Inside Front Cover			\$2,260
Inside Back Cover			\$2,260
Back Cover			\$2,980
<b>Specifications for back cover, bleed:</b>			
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

