# 64 PARISHES

2023 MEDIA KIT

**LAUREN NOEL**
**Marketing and Sales Director**
**noel@leh.org | (504) 620-2636**

# *INTRODUCTION*

Every corner of Louisiana has a story—many everyone knows, and even more known only to a few. *64 Parishes*, the award-winning quarterly magazine of the Louisiana Endowment for the Humanities, wants to tell them all.

With relationships spanning 30 years, beginning during the magazine's earlier iteration as *Louisiana Cultural Vistas*, we are able to work with creators from Louisiana and beyond to develop content that reflects the true diversity of our state, one of the great cultural crossroads of the Americas. We interpret the humanities broadly, covering history and culture as well as foodways, music, literature, and all the myriad ways Louisianans express themselves.

By marrying the in-depth, trustworthy examinations of investigative outlets with the general audience appeal of a commercial magazine, *64 Parishes* has become the go-to source for discerning readers hungry for the best Louisiana writing available today, in a format impossible to put down.

In recent issues our pages took readers on gumbo-fueled road trips, searched for traces of a WWII-era Japanese American internment camp, and looked for Louis Armstrong's winning smile in an early newsreel. They have hosted writers like Poppy Tooker, Maurice Carlos Ruffin, Richard Campanella, James Karst, and Ladee Hubbard, with Jessica B. Harris and Michael Tisserand slated for upcoming issues. Photography by Brian Pavlich, Paul Kieu, Abdul Aziz, Zack Smith, Akasha Rabut, and Eric Waters illustrate the stories we tell; artworks by Brandon Ballengée and Denise Gallagher grace our covers.

Join us to be part of the best magazine all about Louisiana.

# *WHY PRINT?*

High-quality, low-frequency print magazines like *64 Parishes* continue to shine as an example of successful print publishing, finding a niche audience perfectly matched for the content. Print gives audiences an opportunity to take their time, relax, and enjoy that most human of experiences: settling in for a good story.

# *FROM OUR PARTNERS AND CONTRIBUTORS*

"As many local and regional publishers in Louisiana have shrunk through mergers, layoffs, cuts and consolidations, long form, deeply researched articles about Louisiana's unique culture have become harder and harder to find. *64 Parishes* is one of very few places left where one can turn for the kind of thoughtful writing that you want to spend a Sunday afternoon with."

**– CHRIS JAY** SHREVEPORT-BASED WRITER

"As founder and president of a new historical society in Iberia Parish, I truly appreciate the importance of *64 Parishes*. Through this publication we can share our research findings across Louisiana, and we can keep up with significant cultural and historical events in other parishes. Thanks to great writing and beautiful photography, they have managed to produce a professional publication that all Louisianans can claim with pride."

**– PHEBE HAYES** IBERIA AFRICAN-AMERICAN HISTORICAL SOCIETY

"Partnering with *64 Parishes* has provided a wonderful outlet for our arts council to spread the word about the multitude of cultural opportunities found in northeast Louisiana. Whether it's an artistic discipline or a historical story, northeast Louisiana has much to offer. Being able to share pieces of our story through *64 Parishes'* readership is invaluable."

**– BARRY STEVENS** NORTHEAST LOUISIANA ARTS COUNCIL

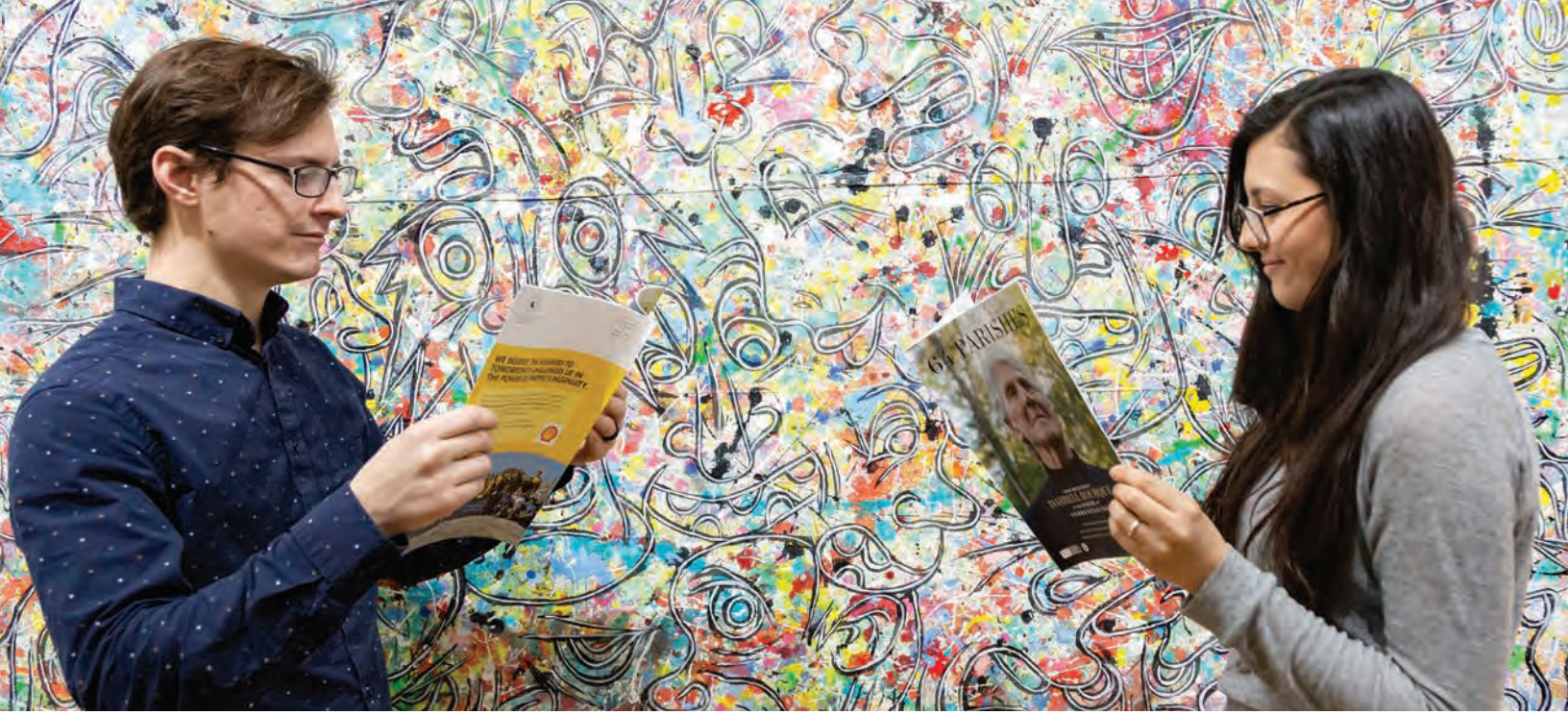
# *FROM OUR READERS*

"As the editor of the Louisiana Official Visitors Guide, I have a ton of respect for how *64 Parishes* covers the state. Y'all are doing phenomenal work."

"You make the state of LA look good!"

"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... Keep up the good work!"

"Created by the Louisiana Endowment for the Humanities, *64 Parishes* is the home of fascinating stories, announcements for programs and events, and more. Prepare to have your mind blown—ours was!"




## REACH

***64 PARISHES***
PRINT MAGAZINE
REACHES MORE THAN
**35,000**
DEDICATED READERS
AND LOUISIANA LOVERS

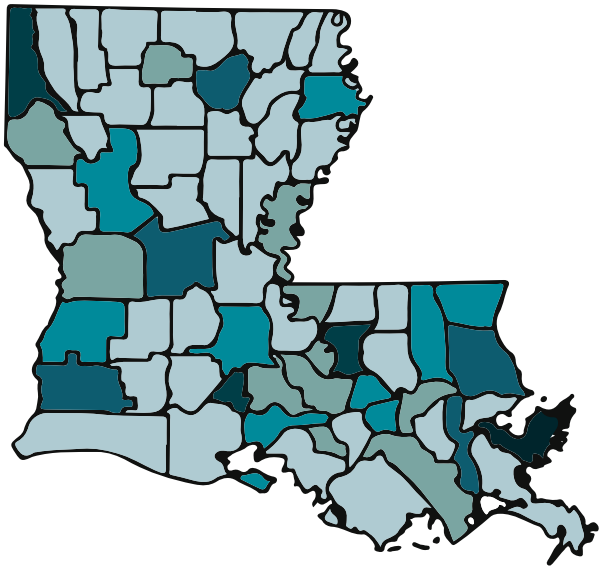
## DID YOU KNOW?

**PRINT IS STILL CONSIDERED THE MOST TRUSTWORTHY SOURCE OF INFORMATION**, with consumers connecting literally with your brand, on their terms. In particular, luxury consumers and clients, especially those interested in cultural events and travel, connect the most with a tangible product.

## DISTRIBUTION/CIRCULATION

*64 Parishes* is sent to thousands of dedicated subscribers and grew its list by 32% in its first year under the new brand. It is available for purchase at dozens of retail outlets, including all Barnes and Noble and Books-A-Million stores in Louisiana and several in Texas, plus independent bookstores throughout the state, with a sell-through rate of more than 60%.

It is also distributed free of charge at more than 225 locations in dozens of cities, including hotels in New Orleans, libraries in all 64 parishes, visitors' centers, coffee shops, breweries, community centers, and in the district and capitol offices of every state legislator.



**LOUISIANA** DISTRIBUTION REACHES ALL 64 OF LOUISIANA'S PARISHES. DARKER COLORS INDICATE HIGHER DISTRIBUTION.

**TEXAS** BEAUMONT, HOUSTON, SAN ANTONIO, AUSTIN, PORT BOLIVAR, KERRVILLE, BRAZORIA

# *READER DEMOGRAPHICS AND PSYCHOGRAPHICS*

## OUR READERS

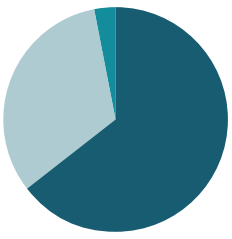
ARE **LOCALS**, **TOURISTS**, **LEGISLATORS**, AND **LOUISIANA LOVERS** REPRESENTING ALL 64 PARISHES OF THE STATE.

*64 PARISHES* READERS CAN ALSO BE FOUND IN

**CALIFORNIA**
**TEXAS**
**GEORGIA**
**NORTH CAROLINA**

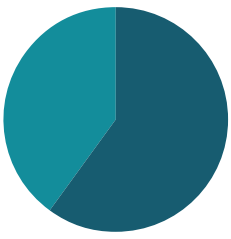
ALL FEEDER MARKETS TO LOUISIANA

### AGE BREAKDOWN



**3%** 18-35
**30%** 35-60
**66%** 60+

### GENDER BREAKDOWN



**40%** MALE
**60%** FEMALE

**MORE THAN 90%**
HAVE A BACHELOR'S DEGREE OR HIGHER

**56%**
HAVE A GRADUATE DEGREE

**57%**
EARN $75K OR MORE

**MORE THAN 70%** **CONSIDER *64 PARISHES* THEIR FAVORITE MAGAZINE.**

**77%** **GIVE *64 PARISHES* THE HIGHEST RATING IN RELIABILITY.**

OUR READERS TRUST THE CONTENT WE PRODUCE, AND THAT RELIABILITY TRANSLATES TO YOUR BRAND. THEY CARE ABOUT **HISTORY**, **FOLKLIFE**, AND **CULTURAL HAPPENINGS** IN LOUISIANA—THEY ARE ENGAGED AND ENTHUSIASTIC.

THEY READ *64 PARISHES* ALONGSIDE

| | |
|---|---|
| *SMITHSONIAN MAGAZINE* | 53% |
| *NATIONAL GEOGRAPHIC* | 41% |
| *SOUTHERN LIVING* | 40% |
| *THE NEW YORKER* | 36% |
| *GARDEN & GUN* | 35% |

**52%** **SHARE THEIR COPY WITH A FRIEND.**

**70%** **WOULD RECOMMEND *64 PARISHES* TO A FRIEND.**

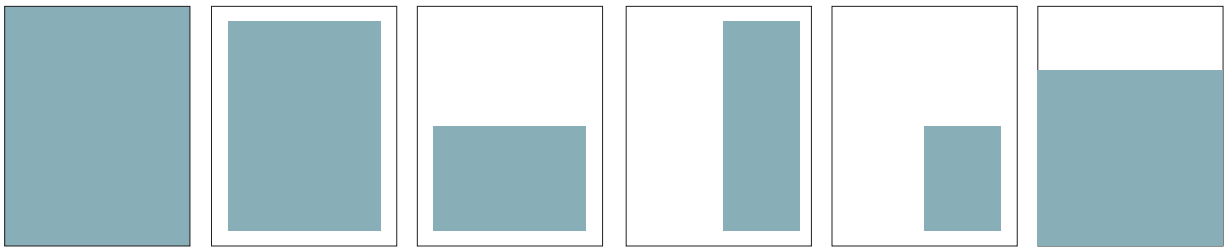
# *RATES AND SPECIFICATIONS*

## RATES

| Size | 4x/year contract | 1x |
|---|---|---|
| Full Page (bleed or no bleed) | $1,490 | $1,990 |
| 1/2 Page (vertical or horizontal) | $915 | $1,220 |
| 1/4 Page | $650 | $800 |
| Inside Front or Inside Back Cover | n/a | $2,260 |

## SUBMISSION

ALL FILES SHOULD BE SENT TO **NOEL@LEH.ORG** WITH THE ISSUE, YEAR, AND BUSINESS NAME IN THE SUBJECT LINE.



**Full (Bleed)**
8.5″ × 11.125″
**Trim:** 8.25″ × 10.875″
**Safe:** 7.25″ × 9.875″
**Bleed:** .125″

**Full (No Bleed)**
7″ × 9.625″

**1/2 Horizontal**
7″ × 4.75″

**1/2 Vertical**
3.375″ × 9.625″

**1/4**
3.375″ × 4.75″

**Back Cover (Bleed Only)**
8.5″ × 9.625″
**Trim:** 8.25″ × 8.6″
**Safe:** 8″ × 8.35″
**Bleed:** .125″

**PLEASE NOTE:**
*Live content should not be outside of the safe area to ensure it is not trimmed off.*

| SPECIFICATIONS | (width × height) |
|---|---|
| **Full Page with Bleed** | 8.25″ × 10.875″ *See above for additional details.* |
| **Full Page without Bleed** | 7″ × 9.625″ |
| **1/2 Page Horizontal** | 7″ × 4.75″ |
| **1/2 Page Vertical** | 3.375″ × 9.625″ |
| **1/4 Page** | 3.375″ × 4.75″ |
| **Back Cover (Bleed Only)** | 8.25″ × 8.6″ *See above for additional details.* |

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

## *64 PARISHES* E-NEWSLETTER

### Banner Ads

Highlighting the upcoming week in Louisiana arts and culture, the *64 Parishes* e-newsletter provides direct-to-consumer communication coupled with our trusted brand.

With an average open rate of 30% and an average click-through rate of 20%, the *64 Parishes* e-newsletter offers a low-cost entry point to advertising with *64 Parishes*. We also offer complimentary placements as part of a year contract.

By pairing upcoming events around the state with engaging *64Parishes*.org content, we maintain a high engagement rate with our subscribers, who know that each email comes with stories worth clicking on.

### RATES

- $50 for 1x placement
- $37 per banner for 2x or more placements

### SPECIFICATIONS

- **(W × H):** 750 px × 192 px or 4:1
- 150 dpi maximum
- .gif, .png, or .jpg file
- RGB color profile

### MATERIALS DEADLINE

- Banner artwork is due the Friday before the Thursday run date.

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# *EDITORIAL CALENDAR*

| ISSUE | THEME | RESERVATION | MATERIALS | ON STANDS |
|---|---|---|---|---|
| Spring 2023 | General Interest | January 18 | January 20 | March 1 |
| Summer 2023 | Humanities Awards | April 19 | April 21 | June 1 |
| Fall 2023 | Calamities and Catastrophes | July 19 | July 21 | September 1 |
| Winter 2023 | General Interest | October 18 | October 20 | December 1 |

**Spring 2023**

- St. Tammany's St. Joseph Brickworks
- Photo-essay on the medieval-inspired joust at the Ville Platte Cotton Festival
- Wildlife in Cameron Parish
- Toledo Bend
- Cellist Leyla McCalla and her Haitian musical roots
- Czech heritage in Rapides Parish
- Blue Moon Saloon in Lafayette
- Meyer the Hatter, the South's largest hat store
- Gumbo z'herbes
- Banning books in Louisiana

**Summer 2023**

- Humanities Awards
- The Rost Home Colony for freed people
- The rocket scientist fired for her sexuality who opened a famous lesbian bar
- Louis Prima between racial categories
- Mohawk Tavern
- Growing rice in central Louisiana
- Heritage watermelon varieties
- Freeman and Harris Cafe in Shreveport

**Fall 2023 Special Issue: Calamities and Catastrophes**

- St. Valerie moves to Terrebonne Parish
- African American history at Shadows on the Teche
- Lincoln Parish Sesquicentennial
- The New Orleans World's Fair
- The Blizzard of 1899
- The Ivory-Billed Woodpecker
- The burning of C. C. Antoine's house in Shreveport
- COVID's effect on a New Orleans neighborhood bar
- Why Satchmo left New Orleans

**WANT TO PARTNER WITH *64 PARISHES* ON ONE OF THESE STORIES?**

Support the mission of *64 Parishes* and its contributors by sponsoring a story. Your sponsorship comes with a brief biography of your business and logo inclusion. For more information, email **noel@leh.org**.

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