**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 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!"

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
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.
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.

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 TRANSCIDES 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 YOKER 36%
GARDEN & GUN 35%

52% SHARE THEIR COPY WITH A FRIEND.
70% WOULD RECOMMEND 64 PARISHES TO A FRIEND.

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
**RATES AND SPECIFICATIONS**

**RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>4x/year contract</th>
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<tbody>
<tr>
<td>Full Page (bleed or no bleed)</td>
<td>$1,490</td>
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<tr>
<td>1/2 Page (vertical or horizontal)</td>
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<tr>
<td>1/4 Page</td>
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<td>$800</td>
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<td>Inside Front or Inside Back Cover</td>
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**SPECIFICATIONS**

- **Full (Bleed)**
  - 8.25” × 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 Page**
  - 3.375” × 4.75”
- **Back Cover (Bleed Only)**
  - 8.25” × 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**

- **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

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>RESERVATION</th>
<th>MATERIALS</th>
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<tr>
<td>Winter 2023</td>
<td>General Interest</td>
<td>October 18</td>
<td>October 20</td>
<td>December 1-February 29</td>
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<tr>
<td>Spring 2023</td>
<td>General Interest</td>
<td>January 17</td>
<td>January 19</td>
<td>March 1-May 31</td>
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<td>Summer 2024</td>
<td>Humanities Awards</td>
<td>April 17</td>
<td>April 19</td>
<td>June 1-August 31</td>
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<td>Fall 2024</td>
<td>Special Issue: Visual Arts</td>
<td>July 19</td>
<td>July 22</td>
<td>September 1-November 30</td>
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**WANT TO PARTNER WITH 64 PARISHES ON A STORY?**

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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