



LEO WEEKLY 2011 MEDIA KIT



EDITOR'S NOTE ► BY SARAH KELLEY

Louisville is a progressive, eclectic, creative city — a place where the people are as tuned into politics as they are culture, music, cuisine and the arts.

That's where LEO Weekly comes in: As the city's only alt-weekly, we offer insightful news articles, edgy commentary, and extensive arts and entertainment coverage with attitude and a dash of wit, both in print and online at leoweekly.com.

Since 1990, LEO has provided an intelligent, detailed analysis of what makes this city tick, asserting itself as a must-read among smart, engaged and active Louisvillians, both young and old.

Whether shedding light on the latest snafu at city hall, reviewing a trendy new restaurant, or touting a hot local band, we are your source for what's what in Derby City.

For more than two decades, LEO has provided incisive, authoritative commentary, and in recent years, the paper's news department has stepped up its game, going beyond breaking news to tell in-depth stories that matter. Along the way, the newspaper has captured hundreds of journalism awards for a broad range of reporting, news writing, commentary, arts, music and cultural criticism and analysis.

In short, we truly are the Louisville Eccentric Observer.

Thanks for reading. ▲

Sarah Kelley
Editor of LEO Weekly
skelley@leoweekly.com

INSIDE LEO WEEKLY

INBOX: Our valued readers tell it like it is.

CITYSTROBE: Hard-hitting news and analysis and at its finest.

VIEWS: Wise and witty columnists weigh in on politics, culture and everything in between.

FEATURE: An in-depth read that runs the gamut from investigative journalism to compelling profiles and cultural trends.

STAFFPICKS: The week's best entertainment options, according to us.

MUSIC: Interviews with national acts, local band profiles, album reviews and live music listings.

ARTS & ENTERTAINMENT: Authoritative source on local theater, visual arts, ballet, orchestra, comedy, literary happenings, and more.

DINING: Critic Robin Garr tells you what's tasty around town, while the

Bar Belle and Taste Bud columnists talk cheap eats and libations.

SYNDICATED CONTENT: News of the Weird, Free Will Astrology, The New York Times crossword puzzle — what more do you need?

CARTOON: The Louisville Cartoonist Society presents an original 'toon from a local artist each week.

REACH THE LION'S SHARE OF LOUISVILLE CONSUMERS.

LEO

WEEKLY

THE SKINNY ON LEO WEEKLY

LEO is basically the skinniest kid at fat camp. As *Louisville's only alternative weekly*, LEO is the city's foremost source of intelligent news and opinions. It's also the best source for practical information on local music, arts, dining, festivals and everything else that makes Louisville the great city it is.

When people want to know what's happening in Louisville, LEO is where they turn.
When companies want to be happening in Louisville, LEO is where they advertise.

LEO WEEKLY DEMOGRAPHICS

*30.9% of LEO Weekly readers
DO NOT read The Courier-Journal.*
53.6% DO NOT read Velocity.

READERSHIP

84,199 Weekly*

CIRCULATION

30,000 weekly
2.8* Pass-along rate
*93% of the distributed copies
of LEO end up in the hands of
Louisville readers every week.*

GENDER

Male – 56.9%
Female – 43.1%

AGE

18-24 – 7.2% *72% are
25-54 yrs. old.*
25-34 – 22.3%
35-44 – 33.3%
45-54 – 16.3%
55-64 – 12.8%

MARITAL STATUS

Married – 52.5%
Single – 31.1%

EDUCATION

Attended College – 54.2%
College Graduate (4-year college) – 22.9%
Post-graduate – 5.2%

OCCUPATION

Professional, Management,
Business and Financial – 33.9%
Sales and Office – 21.8%
Service – 9.8%
Construction, Production,
Maintenance, Transportation – 18.3%
Small business owner – 7.7%

INCOME

\$50,000 or more – 65.7%
\$75,000 or more – 41.8%
\$100,000 or more – 19%

HOME OWNERSHIP

Own – 68.6%
Rent – 24.4%

*Scarborough Research 2008, Release 1 (April 2007-March 2008)



2011 Marketing Calendar

JANUARY	26	Literary LEO
FEBRUARY	2	V-Day Gift Guide
	9	V-Day Gift Guide
	23	Pet Guide
MARCH	16	March Madness Non-Profit Spotlight
	23	Camp Guide
APRIL	20	Green Issue
	27	Derby Issue Mother's Day Gift Guide
MAY	4	Nightlife Guide Mother's Day Gift Guide
	25	Al Fresco Dining Guide
JUNE	8	Father's Day Gift Guide
	15	Photography Issue
	22	Non-Profit Spotlight
JULY	13	Music Issue
AUGUST	3	Readers' Choice Ballot
	10	Education Issue
	24	A&E Guide
SEPTEMBER	21	Readers' Choice Issue
	28	Non-Profit Spotlight
OCTOBER	12	Dining Guide
NOVEMBER	2	Local Business
	23	Holiday Gift Guide
DECEMBER	14	New Year's Guide Holiday Gift Guide
	21	Louisvillian of the Year

■ Advertorial
■ Editorial



Deadlines & Policies

Deadlines

Retail Display:

Ad Space reservation	3pm Fri
Copy, materials for ad design	5pm Thu
Camera ready artwork	3pm Fri
Proof change request	3pm Fri

Special issues may require early reservation deadlines.

Classified Box Ads:

Ad Space reservation	3pm Mon
Camera ready artwork	3pm Mon

Special issues may require early reservation deadlines.

AD CANCELLATIONS AFTER NOON ON MONDAY WILL BE CHARGED 100%.

Design Services

LEO provides typesetting, design and professional layout assistance as part of our services. After completing an initial proof, we will provide **two rounds of changes** at no charge. **Further changes will require a \$50 per hour design fee (1 hour minimum).** For more design options and correlated fees, please ask your sales representative.

LEO Weekly is printed on coated stock at 300 dpi. Display ads should be submitted at 300 dpi for final size - anything less will print badly and cannot be adjusted. We prefer to receive ads as cmyk pdfs with embedded fonts. If fonts are included or converted to paths, we can probably work with most recognized graphic formats for ads including ai, eps, psd, jpg, tif, indd, etc. ... We cannot accept ads built in Word or Publisher or ads that contain elements pulled directly from the web at 72 dpi. Full page ads should be 10.5" x 11" **plus** a .125" bleed. Full page ads submitted without a built-in bleed will run with a white margin. For further clarification, please contact your sales representative.