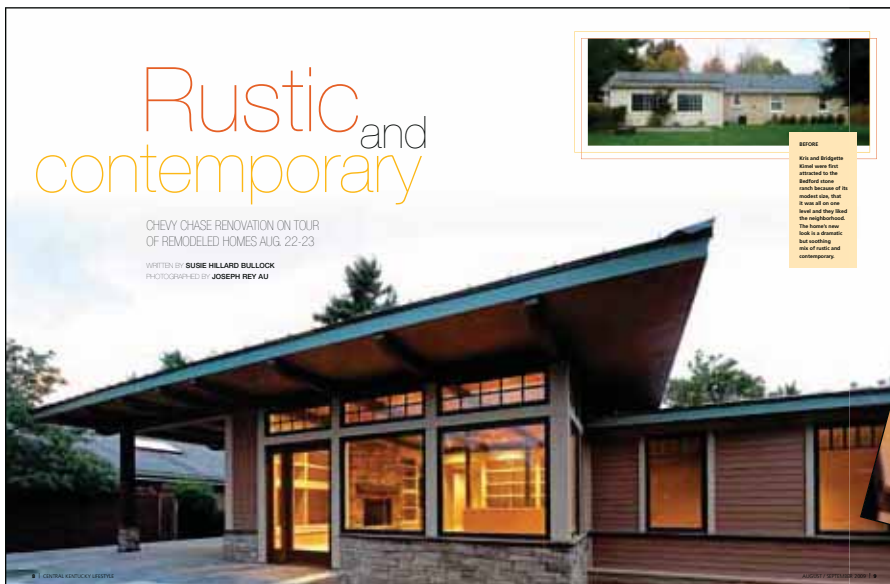


lifestyle

PUBLICATION DATE	ISSUE	SPACE RESERVATION & MATERIAL DUE DATE
02/26/2010	Winter – Green issue / MidWest Regional Energy Star Conference	Thursday, Feb. 4, 2010
04/23/2010	Spring – Grand Tour of Homes / Horse Farm	Thursday, April 1, 2010
06/18/2010	Summer – Clay Crossing Parade of Homes	Thursday, May 27, 2010
08/13/2010	Fall – Tour of Remodeled Homes	Thursday, July 22, 2010
11/05/2010	Holiday Showcase	Thursday, Oct. 14, 2010



Lifestyle is delivered to more than 35,000 homes in Fayette County.

LIFESTYLE IN-STORE DISTRIBUTION

ADI
Azur
Barnes & Noble
Brecher Lighting
Brock McVey Fixture Gallery
Burke's Furniture
Candles And More
Capel Rugs of Lexington
Corman's
Cosi
Craftsman Collection

Cross Gate Gallery
Dana Kelly Oriental Rugs
Dermatology Consultants
Embry's
Ethan Allen
Ferguson Bath & Kitchen
Herald-Leader Front Lobby
Home Builders Association of Lex.
Housewarmings
Joseph-Beth Booksellers
Keeneland Gift Shop
La-Z-Boy Furniture Gallery
Lexington Cut Stone

Lexington Furniture
Longwood Antique Woods
LV Harkness
My Favorite Things
Porsche of Lexington
Rooster & Rose
Signature Club
Victorian Square
Willis Music
Wines On Vine
Woodford Reserve

(In-store delivery venues are subject to change.)

2010 RATE CARD

lifestyle

	HBAL MEMBER RATES		NON-MEMBER RATES	
AD SIZE	Open	5x	Open	5x
Eighth-page horizontal	\$ 444	\$ 400	\$ 549	\$ 494
Quarter-page	556	500	686	617
Half-page	1,061	975	1,263	1,157
Full-page	1,867	1,700	2,258	2,052
MARKETPLACE	Open	5x	Open	5x
	\$ 278	\$ 250	\$ 343	\$ 309

NOTE: Half and full-page rates include a 30-day advertising package (100,000 views) on Kentucky.com



MECHANICAL SPECIFICATIONS

Marketplace: 15p x 18p (2.5 x 3") appears in back of magazine

Eighth-page horizontal: 21p6 x 14p5 (3.5833 x 2.41")

Quarter-page: 21p6 x 29p (3.5833 x 4.83")

Half-page horizontal: 44p x 29p (7.33 x 4.83")

Half-page vertical: 21p6 x 60p (3.5833 x 10")

Full-page: 44p x 60p (7.33 x 10")

Full-page (trim size): 50p3 x 65p3 (8.375 x 10.875") + add .125" bleeds

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