

DEMOGRAPHICS

Quite simply, subscribers and readers of The Kentucky Gazette include many of the state's most affluent and educated decision makers.

The highly focused and targeted circulation of The Kentucky Gazette includes:

ELECTED OFFICIALS

- Kentucky's Congressional delegation, including the offices of U.S. Sen. Mitch McConnell, and U.S. Reps. Ron Lewis and Hal Rogers
- The offices of Gov. Steve Beshear and other Constitutional officers
- All 138 members of the Kentucky General Assembly
- Local officials, among them judge executives, mayors, county clerks, city managers and council members

BUSINESS ASSOCIATIONS AND TRADE UNIONS

- Kentucky Chamber of Commerce
- Kentucky Association of Manufacturers (KAM)
- Kentucky Education Association (KEA)
- Kentucky State AFL-CIO
- Kentucky Medical Association
- Kentucky Bar Association
- Kentucky Farm Bureau
- Kentucky League of Cities
- Kentucky Association of Highway Contractors
- Association of General Contractors
- Kentucky Coal Association

KEY LOBBYISTS AND BUSINESS EXECUTIVES

- About two-thirds of lobbyists registered in Kentucky
- Executives in many of the state's major businesses and blue-chip corporations
- Presidents, regents and executive staff of Kentucky's institutions of higher learning
- Kentucky Supreme Court justices and other judges
- State Cabinet secretaries, procurement officers, Legislative Research Commission staff, and other state government employees
- Lawyers, campaign staffs and others who closely follow public affairs and the activities of state government

GEOGRAPHY

The Kentucky Gazette is mailed to readers and subscribers across the state, with a substantial percentage of its readers in Frankfort – executives of business and trade associations, and the people who make the state's laws and regulations.

Frankfort	19%	Western Kentucky	14%
Eastern and Southern Kentucky	17%	West Central Kentucky ..	7%
Louisville	16%	Northern Kentucky	6%
Central Kentucky	16%	Out of State.....	5%