



About BayouLife

BayouLife Magazine, distinctly Southern in focus, brings to our readers the essence of fine living from outdoor pursuits to artistic endeavors, fashionable adventures to authentic cuisine. Designed to appeal to both women and men, *BayouLife Magazine* features spotlights on artists and chefs, exceptional weddings and homes, coverage of essential non-profit organizations, interesting travel destinations and timely features. Magazines are delivered to the most affluent audiences through home delivery and available for pick-up at high-end retail establishments throughout our vast distribution area.



Staff



Cassie Livingston Publisher & Founder

Cassie is a native of Rayville, LA. She has a Bachelor of Fine Arts

in Graphic Design from the University of Louisiana at Monroe. Cassie began her career as an art director at DeltaStyle Magazine, going on to work in advertising sales and as a marketing director in Austin, TX. She moved back to North Louisiana and served as publisher of DeltaStyle from 2008-2012. Cassie founded BayouLife in 2012 because she felt the market needed a fresh. new publication that highlighted the people and happenings of North Louisiana. In her spare time, she gives back to our community by serving on various non-profit boards and organizations, but her true joy comes from spending time with her husband, Trent, and two little girls.



Taylor Bénnett

Art Director Taylor was raised in Start, LA, just outside of Monroe. This rural

upbringing is what shaped his love and passion for nature-inspired design in both interiors and florals. He has worked in the Visual Marketing department of nationwide retailer, West Elm, and has been featured on Apartment Therapy, Design Sponge, Architectural Digest and Nate Berkus' blog. He officially joined the *BayouLife* team in April 2018 and directs all of the editorial shots including features, food and interiors. He enjoys historical building preservation, cooking and spending time with family.



Nathan Coker

Graphic Designer Nathan was born and raised in various countries around

Africa, and is a graduate of California Baptist University with a Bachelor of Fine Arts degree in Graphic Design in 2017. Upon graduation, he moved to West Monroe where he began his career as a graphic designer. Eventually, he joined *BayouLife* in October of 2022. He enjoys traveling with his wife, spending time in the sun with his dogs, and any good story or game.

Staff



Kelly Moore Clark Photographer

Kelly has been a photographer for over

20 years and lives in Monroe with her three daughters, Posey, Chapel and Esther. Kelly is our most Insta-famous employee, as she also owns Kelly Moore Bag, a handbag company that specializes in bags for photographers and creatives. She also enjoys spending her time teaching photography to other women around the world.



Katelyn McAllister

Sales Executive Katelyn Tobert is originally from Monroe, LA and graduated from Louisiana

Tech University in 2015 with a degree in Fashion Merchandising and Retail Studies. She started her fashion career in Phoenix, AZ where she gained valuable experience in sales, design and photography. A year later, she found herself homesick and back in Monroe. She joined the BayouLife team in November of 2018, and has loved every second of it. She loves a good adventure and is a firm believer in retail therapy.



Courtney Thomas

Sales Executive

Courtney Thomas is a native of Pineville, LA. She graduated from

Northwestern State University with a degree in Fashion Merchandising with a minor in culinary arts. She was a store manager at Buckle for over ten years. She lives in West Monroe with her husband Seth and two babies, Sylvia Sue and Slayter. She enjoys football, being outside with her kids, and winning at game nights. Courtney is an active member of Junior League of Monroe.

Advertising Options Image: Full Page Half Page Vertical

Ad Dimensions & Pricing		12X Rate	6X Rate	1X Rate
Full Page	8" x 9.75"	\$1150	\$1300	\$1450
Half Page Vertical	3.914" x 9.75"	\$700	\$800	\$900
Half Page Horizontal	8" x 4.789"	\$700	\$800	\$900
Quarter Page	3.914" x 4.789"	\$450	\$550	\$600
Sixth Page	3.914" x 3.131"	\$325	\$375	\$450
Inside Cover Fr/Bk	See Bleed Dimensions Below	\$1300	\$1450	\$1675
Back Cover	See Bleed Dimensions Below	\$1500	\$1675	\$1950
	Live (Safe) Area	8.5" x 10.375"		
Page Trim		9" x 10.875"		
	Page Bleed	9.5" x 11.	375"	

Advertising rates are per insertion charges. A signed contract must accompany frequency rate discounts. Advertising sizes may vary with 6X and 12X rates to accommodate seasonal flighting. 6X frequency contracts may be fulfilled within the calendar year.

Full page and half page advertisements will include value added advertorial space. Half page advertorials are approximately 500 words. Full page advertorials are approximately 850 words. For an additional 10% charge of the gross rate, a freelance writer will be provided, if requested.

2023 Editorial Calendar

MONTH	EDITORIAL	SPACE RESERVATION	AD MATERIALS
January 2023	Health and Beauty Issue/Top Doctors	December 4	December 12
February 2023	Love Stories/Mardi Gras/Black History	January 10	January 13
March 2023	Women Empowerment/Attorney's Directory	February 10	February 13
April 2023	Travel Issue	March 10	March 13
May 2023	Spring Home Issue	April 10	April 10
June 2023	Wedding Issue	May 10	May 12
July 2023	Bayou Buzz Awards	June 10	June 12
August 2023	Food Issue	July 10	July 10
September 2023	Style Issue	August 10	August 11
October 2023	Fall Home Issue	September 10	September 11
November 2023	Philanthropy Issue	October 10	October 13
December 2023	Holiday Issue	November 10	November 13

Distribution

BayouLife Magazine is distributed throughout Northeast Louisiana. The publication is home-delivered to over 12,000 affluent residences in our community. An additional 2,000 magazines are distributed free-of-charge to businesses throughout the circulation area and outlying communities. Subscriptions are available for \$30 per year to residents outside the free circulation area.

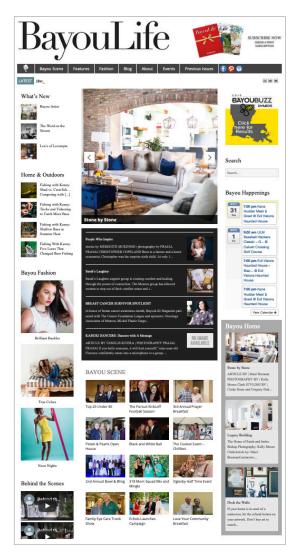
Home Delivery

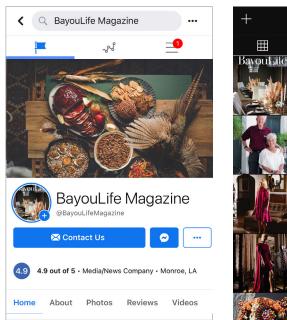
Monroe and Sterlington	6,500 copies
West Monroe	3,500 copies
Ruston and Choudrant	2,000 copies

2,000 copies are distributed to businesses in Bastrop, Delhi, Monroe, Rayville, Ruston and West Monroe.



Web & Social Channels







BayouLife Magazine has a strong digital presence. Visit our website at www.bayoulifemag.com for previous issues, calendar of events, fashion, social pictures, blogs and more. We also interact with our thousands of readers on Facebook at www.facebook.com/ BayouLifeMagazine and Instagram @bayoulifemag.