



SOUTHERN LIGHTS 2022 MEDIA REVIEW

FEBRUARY 15, 2023





29th ANNUAL SOUTHERN LIGHTS

THE GATE – *33 Nights

*Closed 2 Nights at Christmas Due to Extreme Weather

- ▶ ESTIMATED 100,000 INDIVIDUALS
- ▶ 23,000 Cars
Compares to:
 - 30,000 in 2021
 - 34,000 in 2020
 - 24,000 in 2019
- ▶ 85% Parked and Visited the Holiday Village

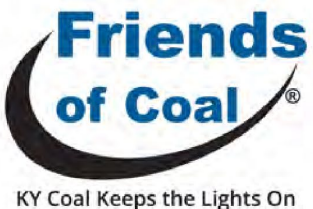




SOUTHERN LIGHTS MEDIA BUY SUMMARY

TOTAL VALUE \$74,450

TOTAL IMPRESSIONS 6,249,079



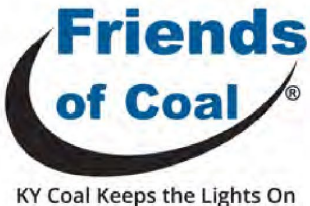


2022 MEDIA BUY DETAIL

**Total Impressions
6,249,079**

**Total Value
\$74,450**

TV Streaming / Sling, Etc.		
STATION	#Spots/ Impressions	VALUE
WLEX-TV	98/2,590,000	\$14,940.00
WKYT-TV	52/528,100	\$8,100.00
WDKY-TV	62/165,600	\$3,200.00
WTVQ-TV	171/1,080,000	\$6,100.00
RADIO		
STATION	#Spots / Impressions	VALUE
WBUL/WMXL/WLKT-FM	222/246,700	\$7,910.00
ESPN/ The BEAT / CDA-FM	333/122,500	\$3,400.00
WVLK-FM	325/193,800	\$2,800.00
Radio Vida (Hispanic)	212/52,100	\$1,100.00
iHeart Free PSAs (WBUL-FM, WRWD-FM, WKQQ-FM, WLAP-AM, WLKT-FM, WMXL-FM)	143/398,700	\$6,300.00
DIGITAL		
PUBLICATION/COMPANY	IMPRESSIONS	VALUE
KY.com (E-mail Blast)	Impressions: 89,300 Clks: 89	\$1,000.00
Instream Video:	Impressions: 135,495	\$5,700.00
WLEX.com added value	Impressions: 415,064	\$4,200.00
TV Streaming / Sling, Etc.	Impressions: 64,700	\$4,100.00
E-mail blast / WLEX	Impressions: 104,801	\$1,000.00
E-mail blast / WKYT	Impressions: 62,219 Clks: 191	\$500.00
PRINT		
PUBLICATION	IMPRESSIONS	VALUE
Hamburg Journal (Half-Page Dec)	Readership: 25,540	\$1,550.00
Tops In Lex (2/3 Page)	Readership: 36,300	\$1,100.00
Chevy Chaser	Readership: 31,500	\$1,450.00





2022 SOUTHERN LIGHTS RADIO & TV SPOTS

RADIO

- 1,235 Spots
- 1,013,800 Impressions

TELEVISION

- 383 Spots
- 4,363,700 Impressions

TV Ad
:15

 *NOW - DEC. 31st
Excludes Christmas Day*



Radio Ad

Radio PSA



TV Ad
:30

Southernlightsky.org



2022 SOUTHERN LIGHTS DIGITAL & PRINT ADS

DIGITAL ADS

SIX CHANNELS

871,579 IMPRESSIONS

PRINT ADS

THREE PUBLICATIONS

93,340 READERSHIP

See the Southern Lights like you've never seen before!

Southern Lights
Powered By Friends of Coal

The Kentucky Horse Park Foundation invites your family to view over a million twinkling lights from the safety of your car then stroll through our new Winter Village!

Nov 25 - Dec 31
(Closed on Christmas Day)

Purchase Tickets Online or at the Gate
\$30 Per Carload Online // \$35 at the Gate

Purchase Tickets Online

Presented by
Friends of Coal
KY Coal Keeps the Lights On

Sponsors

Alltech **GREEN'S** **Ballhomes.** **KEENELAND.**
TOYOTA OF LEICESTER

Central Bank **KU.** **Georgetown**
a PPL company KENTUCKY'S SOUTH COUNTY

SouthernLightsky.org



29th ANNUAL SOUTHERN LIGHTS SANTA PHOTO ANALYTICS

- First Photo Free – Additional Photo \$5 each
- Delivered Digitally to Phone and Print
- 6,090 Photo Sessions, Total Views 16,153
REACH - 633,893 Text & Download
IMPRESSIONS – 2,134,432



Altech

GREEN'S
TOYOTA OF LEXINGTON

Ballhomes.

KEENELAND.



Facebook Analytics

16.5K

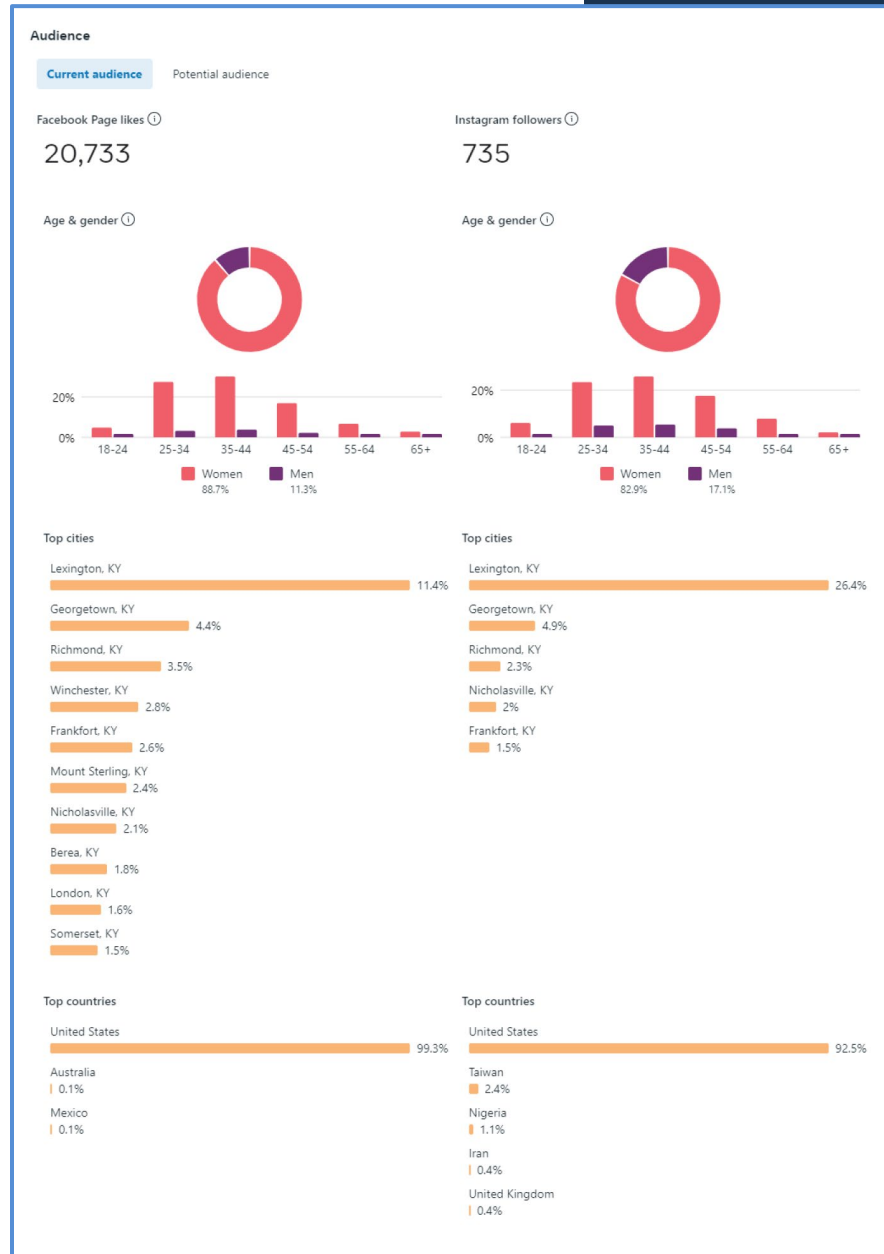
➤ Facebook Page Visits

437,485

➤ Facebook Page Reach

2,447

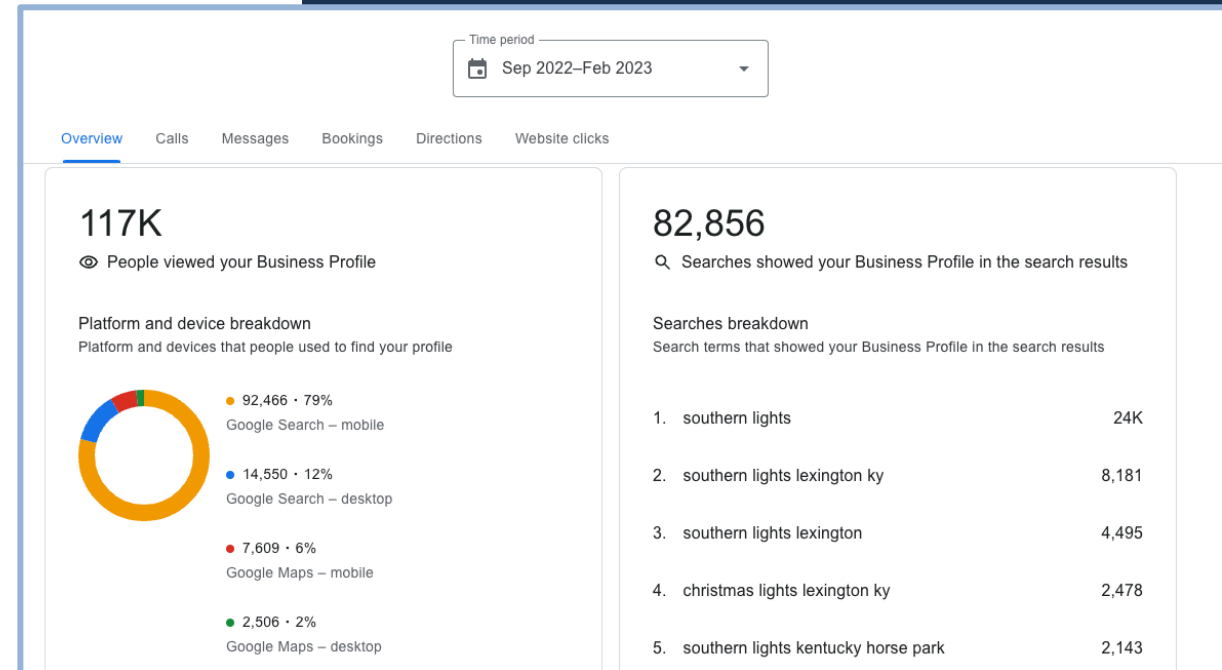
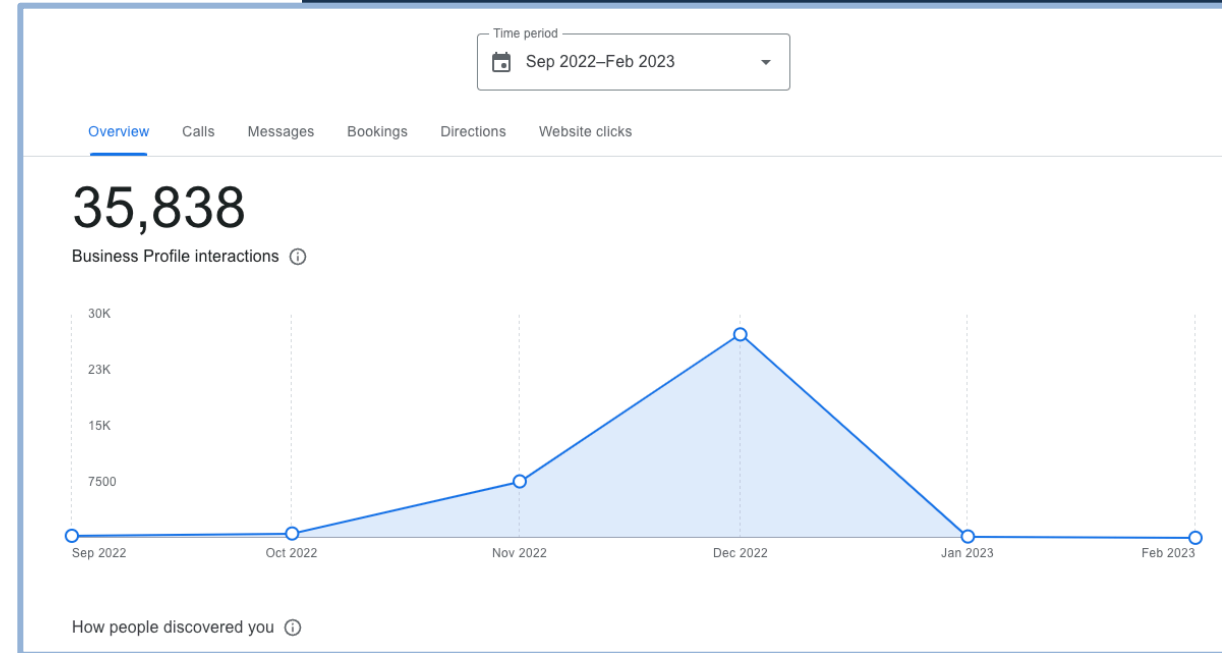
➤ Instagram Reach





Google Analytics

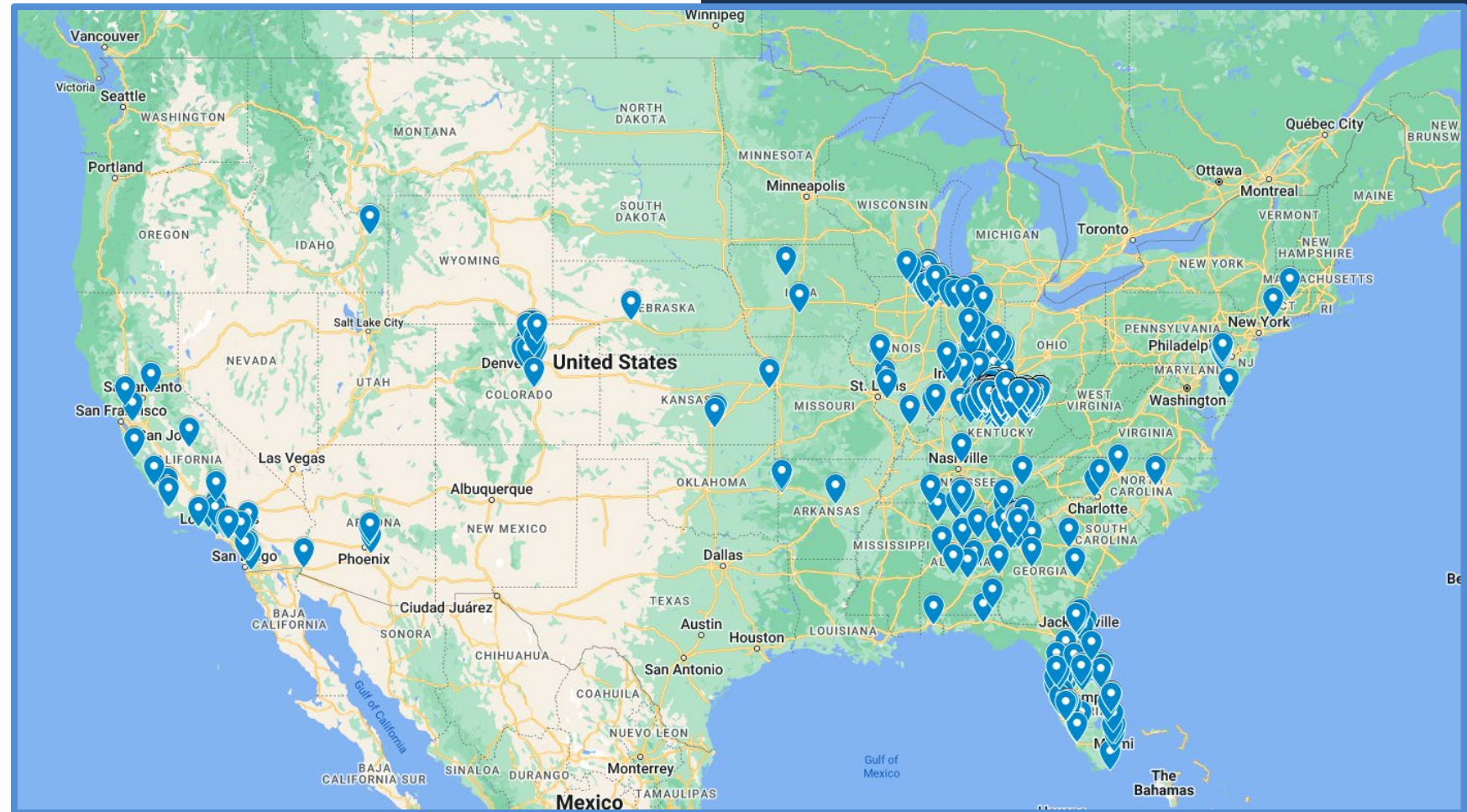
- **35,838**
Business Profile Interactions
- **117K**
Business Profile Views
- **82,856**
Searches Triggered by Business Profile





Online Ticket Purchases

- 4 Countries
- 42 States
- Represents 29% of tickets sales



Interact with the [Full Map](#)

VIEWS FROM THE ROUTE

