



SOUTHERN LIGHTS 2025 MEDIA REVIEW

FEBRUARY 2026





32nd ANNUAL SOUTHERN LIGHTS

33 Nights in 2025

- **22,760 Cars**
 - 2,122 cars on December 20 (largest attendance of season)
- **Community Outreach - Hosted:**
 - 761 First Responder/Military Families = \$26,635
 - A Kid Again Reception – 85 Families = \$4,250 Value
 - 8 LexTran Buses - 420 people on 12/2 = \$2,000
 - Mustang Troop Family Outing= \$1,484





SOUTHERN LIGHTS MEDIA BUY SUMMARY

TOTAL VALUE \$66,125

TOTAL IMPRESSIONS 4,626,561





2025 MEDIA BUY DETAIL

Total Impressions
4,626,561

Total Value
\$66,125

Southern Lights 2025 Media Summary		
TELEVISION		
STATION	NUMER OF SPOTS/IMPRESSIONS	SPEND
WLEX-TV	149/1,249,500	\$ 14,580.00
WKYT-TV	48/229,700	\$ 2,385.00
WDKY-TV	134/219,998	\$ 2,205.00
WTVQ-TV	123/599,300	\$ 3,500.00
TOTAL	454/2,298,498	\$ 22,670.00
RADIO		
STATION	NUMER OF SPOTS/IMPRESSIONS	SPEND
The BULL-FM , WMXL-FM, 104.5 Cat	423/815,001	\$ 13,394.00
The Beat	64/156,700	\$ 1,493.00
Radio Vida (Hispanic)	199/53,400	\$ 700.00
K-92/LTO	441/177,100	\$ 2,368.00
TOTAL	1,127/1,202,201	\$ 17,955.00
DIGITAL		
Publishers	IMPRESSIONS	SPEND
TV Streaming	492,246	\$ 14,500.00
Targeted Mobile Video	320,428	\$ 8,000.00
Email Blasts	16,000	\$ 500.00
Added value / Pre-ROLL Video	250,050	\$ -
Added value / Email Blasts	47,128	\$ -
TOTAL	1,125,852	\$ 23,000.00
PRINT		
PUBLICATION	READERSHIP	VALUE
Hamburg Journal (1/2 pg.)	42,300	\$ 1,050.00
Tops In Lex (1/2 pg.)	43,690	\$ 950.00
TOTAL	85,990	\$ 2,000.00
Total Impressions:	4,626,561	
Total Ad Spend:	\$66,125.00	



2025 SOUTHERN LIGHTS RADIO & TV SPOTS

RADIO

- 1,127 Spots
- 1,202,201 Impressions

TELEVISION

- 454 Spots
- 2,298,498 Impressions

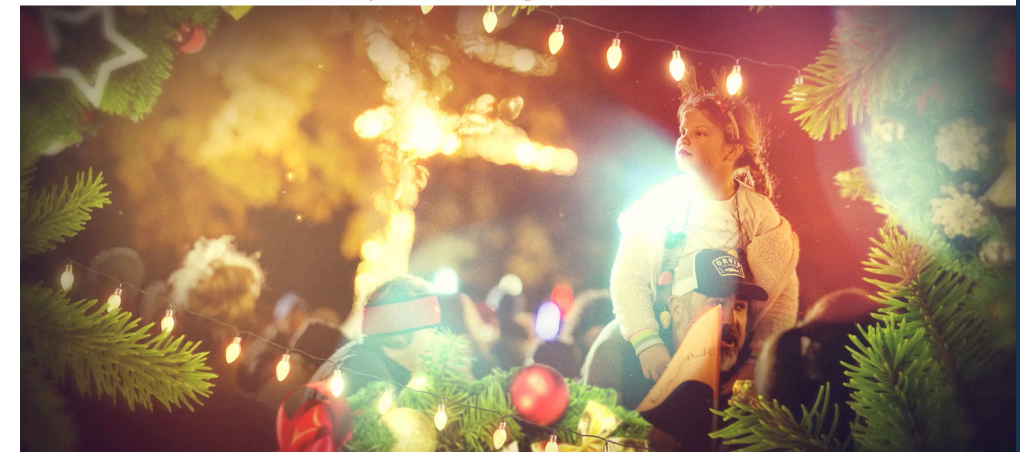


SL Radio

Stroll Radio



22nd Annual Southern Lights Stroll & 5k
SATURDAY, NOVEMBER 22 @ KENTUCKY HORSE PARK



khpfoundation.org



2025 SOUTHERN LIGHTS Promotional Interviews

FOX56

- Interview on Live from Chevy Chase, 11/22/25
- Interview on Out and About with Deann Stephens, 11/24/25
- On-site interview, 12/8/25
 - <https://fox56news.com/video/kentucky-horse-park-celebrates-the-season-with-southern-lights/11378082/>

LEX18

- Best of the Bluegrass, 11/19/25
 - <https://vimeo.com/1138664037?share=copy&fl=sv&fe=ci>

WTVQ

- Good Day Kentucky, 12/2/25
 - <https://www.wtvq.com/32nd-southern-lights-holiday-festival/>

Courier Journal

- Article, 11/22/25
 - <https://www.courier-journal.com/story/entertainment/events/things-to-do/2025/11/22/southern-lights-holiday-festival-lexington-christmas-activities-to-do-in-kentucky-dates-prices/87195987007/?gnt-cfr=1&gca-cat=p&gca-uir=true&gca-epi=undefined&gca-ft=0&gca-ds=sophi>



Views from the Holiday



2025 SOUTHERN LIGHTS DIGITAL & PRINT ADS

DIGITAL ADS

SIX CHANNELS

1,125,852 IMPRESSIONS

PRINT ADS

TWO PUBLICATIONS

85,900 READERSHIP

CELEBRATE KENTUCKY'S FAVORITE HOLIDAY TRADITION!

The Kentucky Horse Park Foundation invites your family to view over a million twinkling lights and enjoy our **sensational Holiday Village** this holiday season!

Purchase tickets online
or at the gate.

Regular Car - \$35

Mini Bus (up to 25 people) - \$100

School Bus - \$150

Motor Coach - \$250

southernlightsky.com

**OPEN NIGHTLY
NOV 28 - DEC 31**

(closed on Christmas Day)

KENTUCKY HORSE PARK

3785 Campground Road
Lexington, KY





32nd ANNUAL SOUTHERN LIGHTS SANTA PHOTO ANALYTICS

- First Photo Free – Additional Photo \$5 each
- Delivered Digitally to Phone and Print
- 10,900 Photo Sessions

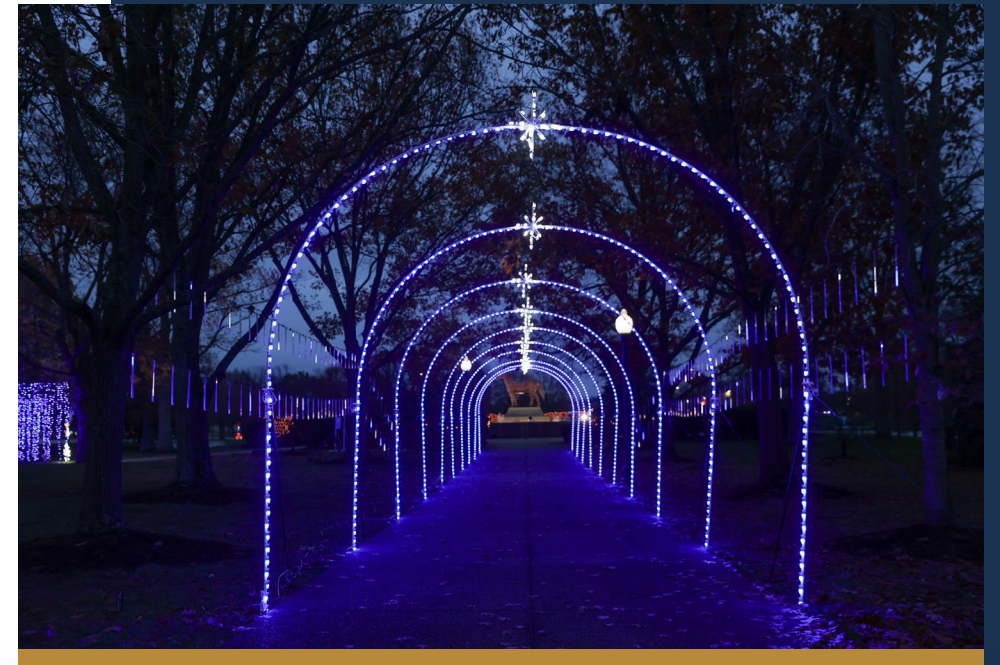




32nd ANNUAL SOUTHERN LIGHTS

A GROWING TRADITION

- 4,194 Man-Hours to Set-Up & Keep Running
- Estimate an Additional 2,000 Man-Hours to Take Down
- More Five-Star Reviews on Google





32nd ANNUAL SOUTHERN LIGHTS SOCIAL MEDIA SUMMARY

November 1st – December 31st

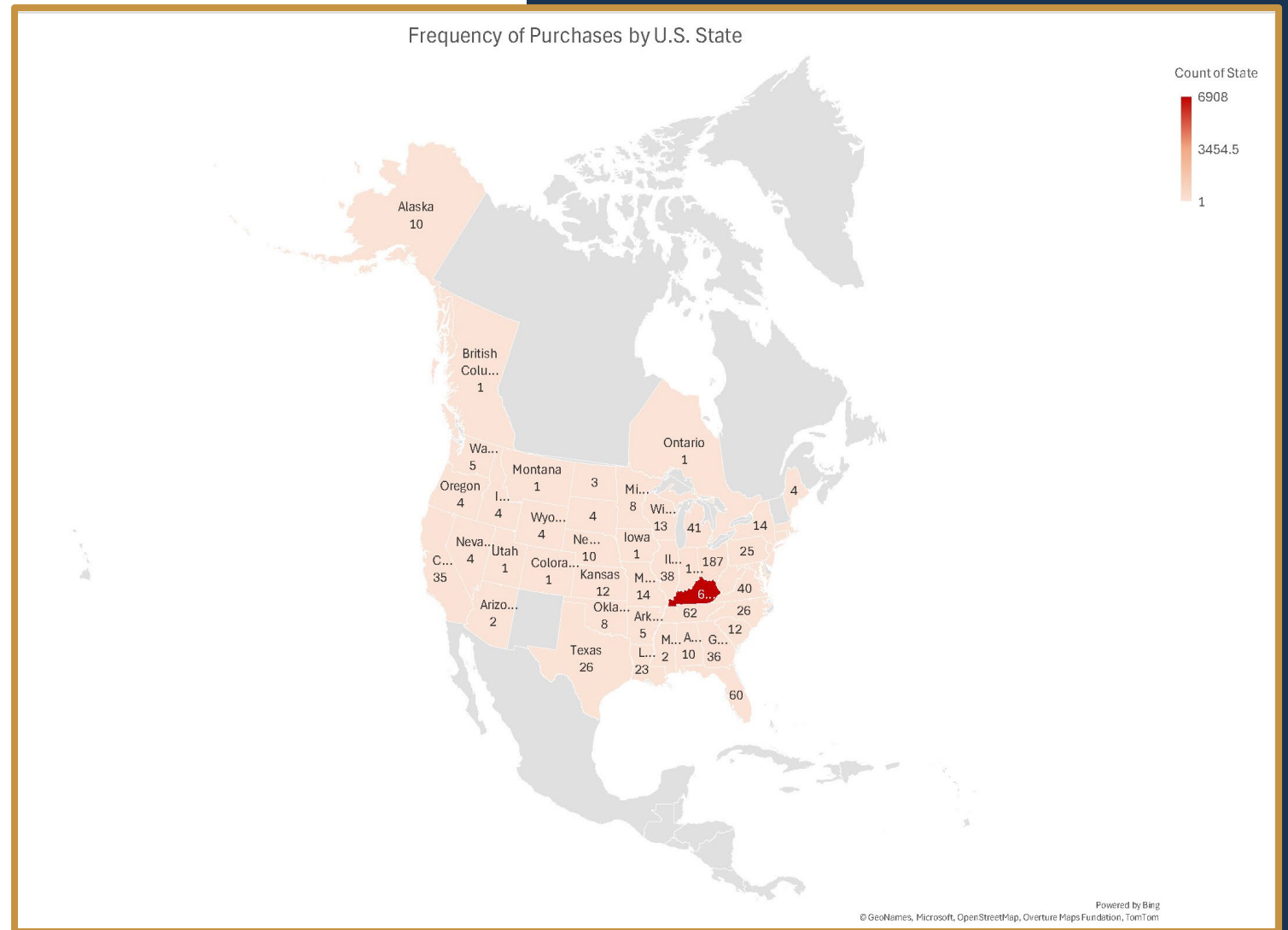
- **1.4M** Views
- **56.4K** Facebook Page Visits
- **5.9K** Facebook Post Engagements





Online Ticket Purchases

- 6 Countries
- 47 States
- Represents 20% of total ticket sales



FROM THE ROUTE



THE HOLIDAY VILLAGE



THE HOLIDAY VILLAGE

