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 sporting news, a column by noted author and television star P. Allen Smith, exceptional weddings and homes, spotlights on artists and chefs, coverage of the essential non-profit organizations, interesting travel destinations and timely features. Marketers are assured delivery of the most affluent audiences through home delivery and magazines available for pick-up at high end retail establishments throughout our vast distribution area.
Leadership

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.

Maré Brennan
Editor
Maré is a native of Bastrop, LA and a graduate of Louisiana State University. She began her career in Dallas, where she gained valuable experience in advertising, market research and newspaper industries. She returned in North Louisiana and founded DeltaStyle Magazine, where she was publisher and president until 2008. She has served as consultant and editor of BayouLife since it’s inception. When she isn’t traveling to visit two of her three girls, she is obsessing over gardening and flowers for her home.

Toni Navarro
General Manager
Toni started in the advertising industry in 2005 and found her passion in the sales department. She joined BayouLife in 2012, and now serves as the General Manager, overseeing various departments of the magazine. She enjoys running and snapping photos of wildlife, sometimes simultaneously. She and her husband John love dragging their son to local estate sales and junk stores. Her goal is to have her wardrobe consist of 50 percent retro and vintage pieces by the end of the year.
Ashley Hubenthal
Sales Executive
Ashley is a native from Monroe, LA and has a Bachelor’s Degree from Louisiana State University and a Master’s Degree from the University of New Orleans. She has over 10 years experience in marketing, public relations, hospitality and sales and joined BayouLife in January of 2015. Ashley enjoys a wide variety of creative activities from baking to bargaining at estate sales and is a self-admitted serial volunteer.

Amanda Singley
Sales Executive
Amanda grew up in DeRidder, LA. With a background in art and photography, she attended Louisiana Tech University and graduated in 2014 with a Bachelors degree in Business-Marketing. Soon after graduation, Amanda started a career in sales and moved to Monroe with her husband Wes and son Waylon. Amanda joined the BayouLife team in September of 2015. She is a free spirit and enjoys going on adventures, whether it’s going to the grocery store or hopping on a cruise ship.

Melanie Moffett
Art Director
Melanie is a native of West Monroe, LA and is a graduate of Louisiana Tech University with a Bachelor of Fine Arts degree in Communication Design. Upon graduation, she began her career as a graphic designer and joined BayouLife as Art Director in 2013. She enjoys spending time with her husband Andrew and daughter Georgia, along with crafting, sewing and designing custom invitations and party decorations.
The Magazine

Page Dimensions
- 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 fluctuation. 6X frequency contracts may be fulfilled within the calendar year.

Full page and half page advertisements will include value added advertorial space. There will be a minimum and maximum word count requirement. If the maximum word count is exceeded, there will be an additional charge to jump the advertorial. For an additional 10% charge of the gross rate, a freelance writer will be provided, if requested.
BayouLife Magazine is distributed throughout Northeast Louisiana. The publication is home-delivered to over 11,000 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 $20 per year to residents outside the free circulation area.

**Home Delivery**
- Monroe and Sterlington.................. 5,500 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 at bayoulifemag.