AMERICAN TORT REFORM ASSOCIATION

Kentucky: 2025 Legal Services Advertising

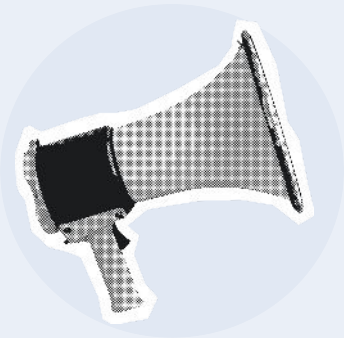
How much the plaintiffs' bar spent advertising to recruit Kentucky clients.

$31.1 M

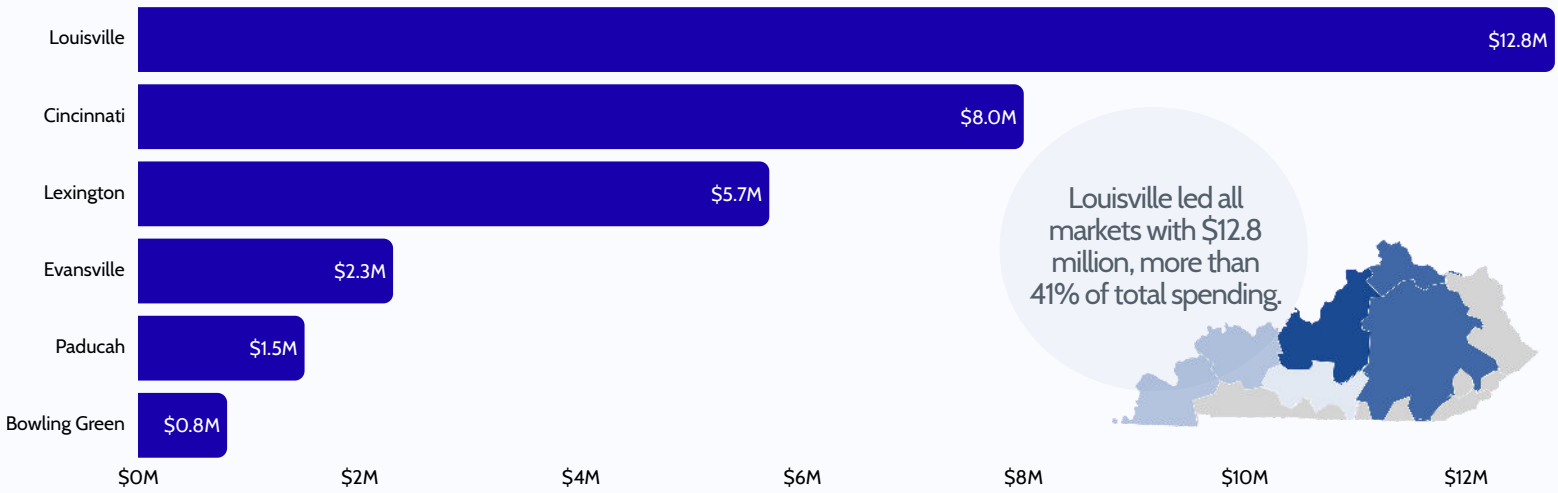
Total spent on legal services advertising in Kentucky, 2025.

435,252

Number of legal services ad placements.



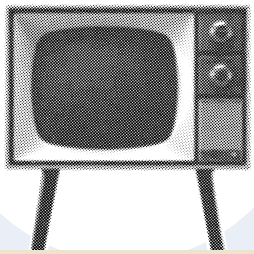
Media Markets by Legal Ad Spend



Louisville led all markets with $12.8 million, more than 41% of total spending.

LEGAL AD SPEND BY MEDIA CHANNEL

$20.5 M



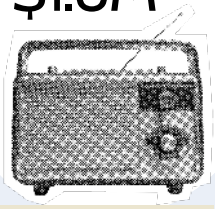
Spot TV

$7.5M



Outdoor

$1.8M



Radio

Spot TV accounted for 66.2% of all spending in Kentucky, while outdoor made up 24.2%.

The remaining channels, including radio, digital, and print, accounted for just **9.6%** combined.

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Analysis conducted by the American Tort Reform Association utilizing data provided by MediaRadar.

Analysis includes 6 total media markets: Bowling Green, Cincinnati, Lexington, Louisville, Paducah, and Evansville.