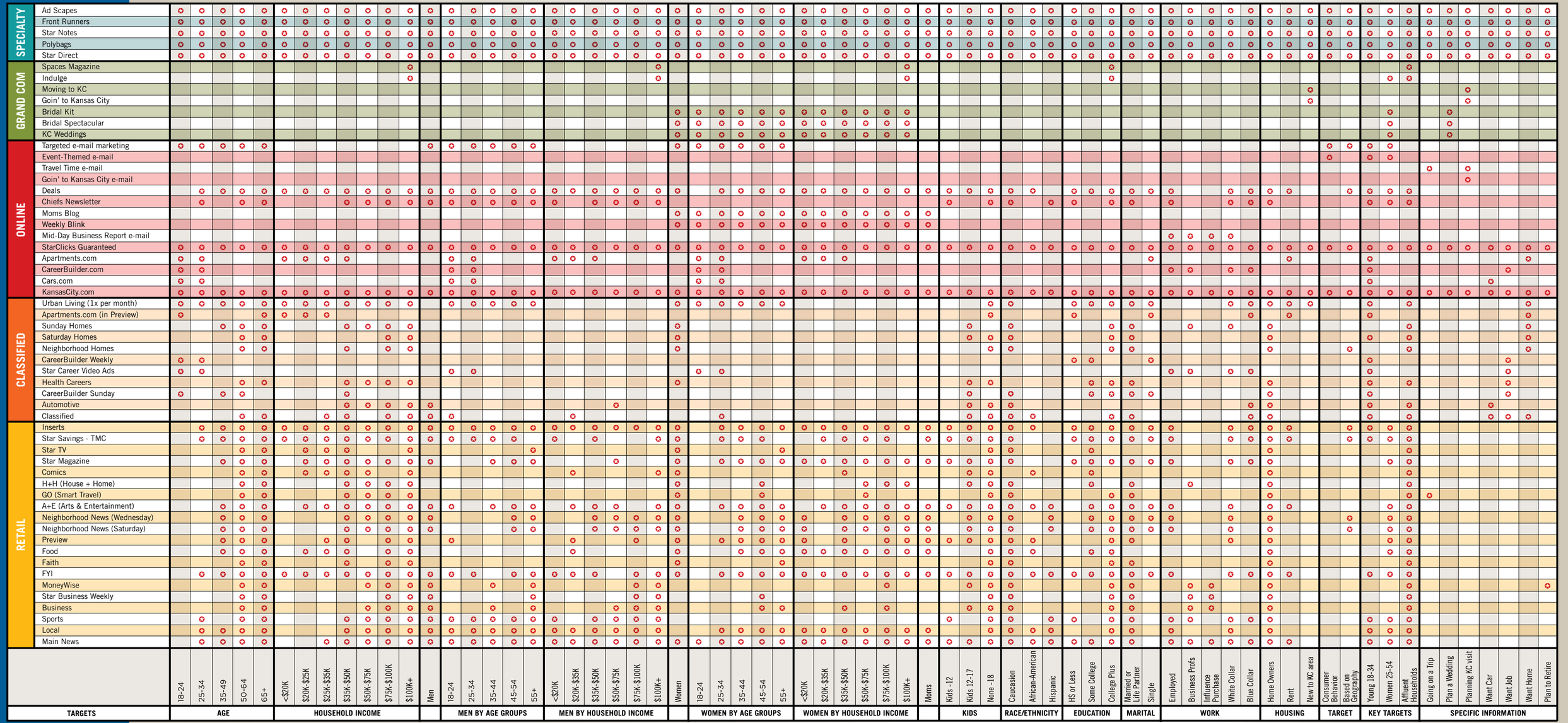
SPECIALTY
Ad Scapes
Front Runners
Star Notes
Polybags
Star Direct
GRAND COM
Spaces Magazine
Indulge
Moving to KC
Goin' to Kansas City
Bridal Kit
Bridal Spectacular
KC Weddings
ONLINE
Targeted e-mail marketing
Event-Themed e-mail
Travel Time e-mail
Goin' to Kansas City e-mail
Deals
Chiefs Newsletter
Moms Blog
Weekly Blink
Mid-Day Business Report e-mail
StarClicks Guaranteed
Apartments.com
CareerBuilder.com
Cars.com
KansasCity.com
CLASSIFIED
Urban Living (1x per month)
Apartments.com (in Preview)
Sunday Homes
Saturday Homes
Neighborhood Homes
CareerBuilder Weekly
Star Career Video Ads
Health Careers
CareerBuilder Sunday
Automotive
Classified
RETAIL
Inserts
Star Savings - TMC
Star TV
Star Magazine
Comics
H+H (House + Home)
GO (Smart Travel)
A+E (Arts & Entertainment)
Neighborhood News (Wednesday)
Neighborhood News (Saturday)
Preview
Food
Faith
FYI
MoneyWise
Star Business Weekly
Business
Sports
Local
Main News
TARGETS
AGE
18-24
25-34
35-49
50-64
65+
HOUSEHOLD INCOME
<$20K
$20K-$25K
$25K-$35K
$35K-$50K
$50K-$75K
$75K-$100K
$100K+
Men
MEN BY AGE GROUPS
18-24
25-34
35-44
45-54
55+
MEN BY HOUSEHOLD INCOME
<$20K
$20K-$35K
$35K-$50K
$50K-$75K
$75K-$100K
$100K+
Women
WOMEN BY AGE GROUPS
18-24
25-34
35-44
45-54
55+
WOMEN BY HOUSEHOLD INCOME
<$20K
$20K-$35K
$35K-$50K
$50K-$75K
$75K-$100K
$100K+
Moms
KIDS
Kids -12
Kids 12-17
None -18
RACE/ETHNICITY
Caucasian
African-American
Hispanic
EDUCATION
HS or Less
Some College
College Plus
MARITAL
Married or Life Partner
Single
WORK
Employed
Business Profs
Influence Purchase
White Collar
Blue Collar
HOUSING
Home Owners
Rent
New to KC area
TARGET
Consumer Behavior
Based on Geography
KEY TARGETS
Young 18-34
Women 25-54
Affluent Households
SPECIFIC INFORMATION
Going on a Trip
Plan a Wedding
Planning KC visit
Want Car
Want Job
Want Home
Plan to Retire