

**THE★STAR.**  
**KansasCity★.com**

**KansasCity★.com**

**Kansas City's #1 Media Website**

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More than **1 MILLION READERS** a week.

### Registered Users



- 1,204,062 Total Registered Users
- Nearly 1/3 are 18-34 years old
- Most read media website in the city
- Other Statistics:

#### By Location

Newspaper Market	443,230	36.81%
DMA Market	499,580	41.49%
Out of Market	704,482	58.51%

#### Newspaper Subscription

The Kansas City Star	167,178	13.88%
Non-Subscribers in the DMA	332,402	27.61%

Source: Registered Users January 7, 2008

**Registered Users**

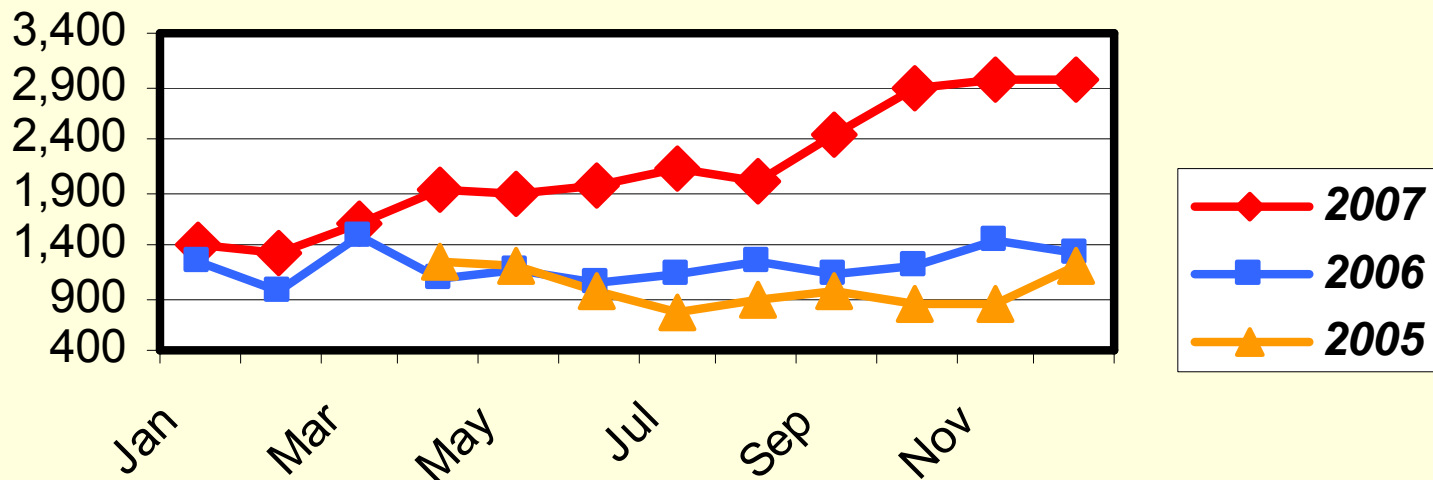


	Count	Percentage
<b>Total Registrations @ KansasCity.com</b>	1,204,062	100.00%
<b>By Age</b>		
<18	1,995	0.17%
18-20	17,306	1.44%
21-24	61,428	5.10%
25-34	279,527	23.22%
35-44	302,293	25.11%
45-49	136,864	11.37%
50-54	123,716	10.27%
55-64	168,055	13.96%
65-74	54,465	4.52%
75+	58,413	4.85%
<b>By Gender</b>		
F	450,051	37.38%
M	642,967	53.40%
Unknown	111,044	9.22%
<b>By Location</b>		
Newspaper Market	443,230	36.81%
DMA Market	499,580	41.49%
Out of Market	704,482	58.51%
<b>Newspaper Subscription</b>		
The Kansas City Star	167,178	13.88%
Non-Subscribers in the DMA	332,402	27.61%
<b>Local Newsletter Subscriptions</b>		
Chiefs Extra	42,948	3.57%
Big 12 Sports	27,790	2.31%
Preview Extra	35,643	2.96%
Middy Business Report	19,239	1.60%

Source: Registrations as of January 7, 2008

## Total Monthly Uniques

115% growth 2006/2007



Source: Omniture 2007

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## KansasCity.com Reaches More Adults in the DMA than MSN, Amazon, or Any Local Media Websites

	Websites visited past 30 days	Adults in DMA	% of adults in DMA	% of web users in DMA
	Total	1,767,900		
	Accessed at least one site	1,238,000	70.0%	100.0%
1	Google	887,100	50.2%	71.7%
2	Yahoo!	665,000	37.6%	53.7%
3	MapQuest	560,600	31.7%	45.3%
4	eBay	377,400	21.3%	30.5%
5	Weather.com	321,300	18.2%	26.0%
6	<b>Kansas City Star online/KansasCity.com</b>	<b>312,700</b>	<b>17.7%</b>	<b>25.3%</b>
7	MSN	270,800	15.3%	21.9%
8	Hotmail	219,200	12.4%	17.7%
9	Amazon	209,100	11.8%	16.9%
10	<b>TheKansasCityChannel.com/KMBC.com</b>	<b>206,900</b>	<b>11.7%</b>	<b>16.7%</b>
11	AOL	199,100	11.3%	16.1%
12	<b>KCTV5.com</b>	<b>197,000</b>	<b>11.1%</b>	<b>15.9%</b>
13	FOXNews.com	186,400	10.5%	15.1%
14	<b>MyFoxKC.com</b>	<b>151,900</b>	<b>8.6%</b>	<b>12.3%</b>
15	ESPN.com	148,800	8.4%	12.0%
16	ABCNews.com	146,500	8.3%	11.8%
17	CNN.com	131,700	7.4%	10.6%
18	<b>NBCActionNews.com</b>	<b>123,500</b>	<b>7.0%</b>	<b>10.0%</b>
19	National Football League (NFL.com)	113,500	6.4%	9.2%
20	Ask.com	112,900	6.4%	9.1%

Base: Adults in the Kansas City DMA  
Source: Scarborough Research 2007 Release 2

More than **1 MILLION READERS** a week.

- Mom2Mom Blog
- Website for local Mother's.
- Five area mother's with different knowledge and experience blogging daily on different subject.
- Targeted section to women in Kansas City.

KansasCity.com Weather FYI/Living Local News Maps and Directions Classifieds Jobs Cars Real Estate Apartments Register | Login

**mom2mom** home mom2mom pics blogs events resources faq about us

**In the Spotlight** | Pics | Featured Blog | Hot Topic | Giveaways

**How will you pay for your kids' college? The Monday Moms Poll of the Week**  
Every Monday you'll find our weekly poll here - and on the back page of The Kansas City Star's FYI section. It's a great way to find out how other local moms are dealing with the same issues you are. Want to know what our Monday Moms had to say? - read more

**What's New** | **Most Popular**

**cloned food?** by Accabeem in Fitness and diet  
Date: Jan 16 2008 - 09:09:55 AM

**paragraph breaks** by Aidi\_Aim in Questions about the site  
I'd love it if paragraph breaks could be added in blog... - read more  
Date: Jan 16 2008 - 08:17:27 AM 2 replies

**Thomas Time Change on PBS** by ameh305 in Music, movies, TV and books  
My twin 4 yr. old boys LOVE Thomas the Tank Engine. They... - read more  
Date: Jan 16 2008 - 07:09:56 AM

**Easy Healthy Chili for a cold day** by Acdady in Recipes, meals and snacks  
Nothing takes the chill off like a bowl of chili. Mom2mom... - read more  
Date: Jan 15 2008 - 10:37:26 PM

**Who are you closest to?** by partyofseven in Current events  
Put your answer in the subject line before you post! ... - read more  
Date: Jan 15 2008 - 01:56:57 PM 5 replies

**All Night!** by b2mom in Music, movies, TV and books

**My Baby's Due...**  
Choose your baby's due date below to connect with other Moms and create lasting friendships as your babies grow together.  
August 2008

**Find things to do**  
« January 2008 »  
Su Mo Tu We Th Fr Sa  
6 7 8 9 10 11 12  
13 14 15 16 17 18 19  
20 21 22 23 24 25 26  
27 28 29 30 31  
= Today (120)  
= Weekend (497)  
= Next 7 Days (1,069)  
Submit Event

**Featured Bloggers**

**Kate Beem**  
on Jan 16 2008 - 06:00 AM  
**Get out of my space** - read more

**Marge Roshanski**  
on Jan 15 2008 - 06:00 AM  
**Peckin' Up the Nursery** - read more

**Laura Bauer**  
on Jan 14 2008 - 06:00 AM  
**Moms can look cute, too -- right?** - read more

**Taina Fabela-Jones**  
on Jan 11 2008 - 06:00 AM  
**Check# 2364, Pay to the order of: DAYCARE** - read more

**Laurie Austin**  
on Jan 10 2008 - 06:00 AM  
**Lynn Spears could learn a thing or two from this mom** - read more

**January's Power Moms**

- Weekly Blink Newsletter
- Sent every Thursday to 185,000 women registrants in Kansas City.
- New, shopping, events, information for women.
- Targeted section to women in Kansas City.

## Weekly blink

A QUICK GLANCE AT THIS, THAT AND THE OTHER

### Dillard's



**40% OFF  
LADIES'  
BOOTS**

Select styles from:  
Jessica Simpson  
Kenneth Cole Reaction  
Gianni Bini • Michelle D  
Nurture • BCBGirls  
Selection may vary store.



BLINK!

January 3, 2008

#### CAGED ANIMALS

They've been out of school for over a week & you're losing your mind. Quick relief that's not in a bottle...  
BLINK!

#### PARADISE FOUND

And it's just around the corner. Four Eden's in your own back yard.  
BLINK!

#### HEALTHY RECIPE DECLARES WAR

Two-Four-Six-Eight, no more muffin top in '08!  
BLINK!



Black & Gold Watch.  
Sav•Art  
BLINK



**ENTER TO WIN  
2 FREE WEEKS OF  
SUCCESS MEALS**  
Diet Delivery Service  
BLINK!



THE STAR.  
KansasCity.com



**Take the  
Wrap!**  
Scarves  
have swept  
back into  
fashion  
INDULGE



Mom2MomKC.com  
Weight Watchers



#### Sell Romance!

Fall in love with your work. Our consultants are making the most of their lives in a meaningful way. When you love what you do, it doesn't feel like work. Call 816.326.8297  
BLINK!



**The Ice Terrace**  
Enjoy the only public outdoor rink in town-- Crown Center's Ice Terrace. It's a winter tradition the whole family will love. CLICK here to get FREE skate rental.  
BLINK!

- The Link Newsletter for Men
- Sent the first Thursday of the month to 185,000 men registrants in Kansas City.
- New, events, information for men.
- Targeted section to men in Kansas City.

February 2008

**THE LINK**

THE MAN'S GUIDE TO KANSAS CITY



**VALENTINE'S DAY GIFT THAT'S A HIT!**

Take her out to the ball game. Or, drop the hint about this out-of-the-park Valentine's Day gift for you. The Royals 13-Game Ticket Plan is a gift that will keep on giving. And at \$130 bucks, it's affordable. Click here to buy tickets.

The New Blue Tradition is sweeping KC!



MORE!

**LIAR, LIAR**

No matter what she tells you, a gift on Valentine's Day is well advised. We have eight solutions that will stave off a "frigid" night on the 14th.

MORE!

**IF YOU LIKE PIÑA COLADAS**

Get caught with this perfect gift of Travel. Caribbean breezes and fruity drinks can heat up any relationship.

MORE!

**CUPID, DRAW BACK YOUR BOW**

And let your arrow go straight to these V-Day hits. You will BOTH be glad you did.

MORE!

**SECRET AGENT MAN**

Must-haves gadgets for techies, jocks, businessmen, even daddies (batteries not included).

MORE!



**PERFECT GIFT**

Alaskan Furs

MORE!

THE STAR.  
KansasCity.com



**WORTH A RIDE**

Every biker babe will want your big front end. The new Cross Bones bike has just arrived at Worth Harley Davidson. Ride in now for a \$5 to \$50 gift card.

MORE!



**LOVERS DINNER**

Take your Sweetheart to the Drum Room for a wonderful four-course dinner plus a rose for her and a champagne toast. Available Thursday, Friday and Saturday.

MORE!

To inquire about Advertising in The Link, call 816-234-7921 or email bowens@kansascity.com

**Smithville MARINE**

**THE MIDWEST'S LARGEST BOAT SHOW CONTINUES AT SMITHVILLE MARINE**

Act now to get the best deals . . .

Special Show prices on new 2008 and remaining 2007 boats\* Free Extended Warranties\* Rebates and Matching Down Payments\* Free accessories and gas cards\*

\*Specials vary by boat and engine manufacturer. Limited time offers. May apply to in-stock units only.

**SMITHVILLE MARINE 816-532-4000**

MORE!

THE STAR.  
KansasCity.com



**Leaderboard ads:** 728x90 pixels, appear at the top of channel and story level pages, File size limit: 30K



**Medium Rectangle ads,** 300x250 pixels, appear on the story level pages. File size: 30K

**← Skyscraper ads,** 160x600 pixels, appear on all pages. File size: 30K

**\*\*Peel back, rollover, and takeovers available**

	ROS (Run-of-Site)	Channel/Day-part targeting
<b>Standard Ad Units</b>		
Leaderboard 728x90	\$16.00	\$20.80
Skyscraper - 160x600	\$19.00	\$24.70
Med. Rectangle - 300x250	\$23.00	\$29.90
Pop Up/Under Home Page - 7 days		\$2,650.00
Pop Up/Under Channel Page - 7 days		\$1,075.00
Home Page Cube Ad/7 Days/50_50 rotational		\$1,500.00
Sports/News Premium Cube/7 days/50_50 rotational		\$500.00
Channel Front Cube/30 Days/50_50 rotational		\$749.00
Real Estate Page Cube/30 Days/25_25_25_25 rotational		\$549.00
Sub-Channel Cube/30 Days/50_50 rotational		\$500.00
Home Page Button Ad 120x90/7 Days/50_50 rotational		\$1,000.00
Channel Front Skybox 160x60 - 1 month (exception, hmpg, news, sports)		\$1,500.00
Channel Page Button Ad 120x90/7 Days/50_50 rotational	\$5.00	\$7.50
Story Level Ruler Ad 300x100	\$12.50	\$15.00
<b>Rich Media Ad Units</b>		
Roll Over Leaderboard - 728x90	\$19.00	\$24.70
Roll Over Skyscraper - 160x600	\$21.50	\$27.95
Roll Over Med. Rectangle - 300x250	\$26.00	\$33.00
Roll Over Home Page Button - 120x90/daily		\$250.00
Video Rectangles - 300x250	\$36.00	\$36.00
Home Page Roll Over Cube/daily/2 day min.		\$350.00
News/Sports Roll Over Cube/daily/3 day min.		\$150.00
Floating Flash (DHTML)*		\$35.00
Home Page Floating Flash (DHTML)*		\$38.50
<b>Direct Marketing</b>		
Email Deals	\$45.00	
Mega Mail - to registered database	1 Level: \$60.00	2 Level: \$70.00

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## **10 Reasons Marketing Plans Should Include the Internet\***

1. The Go-To Place for Information
2. What Customers Expect
3. Captures a Wide Range of Customer Information
4. Extreme Target Marketing
5. Stimulate Impulse Purchases
6. Customized Product and Service Offerings
7. Takes Prospects Right to the Sale
8. Conveys Perception of Being a Full-Service Provider
9. Lower Overhead, Lower Costs, Better Service
10. Create Worldwide Presence

\*Taken from [KnowThis.com/articles/7/26/06](http://KnowThis.com/articles/7/26/06)