



**ink media kit**

inkkc.com



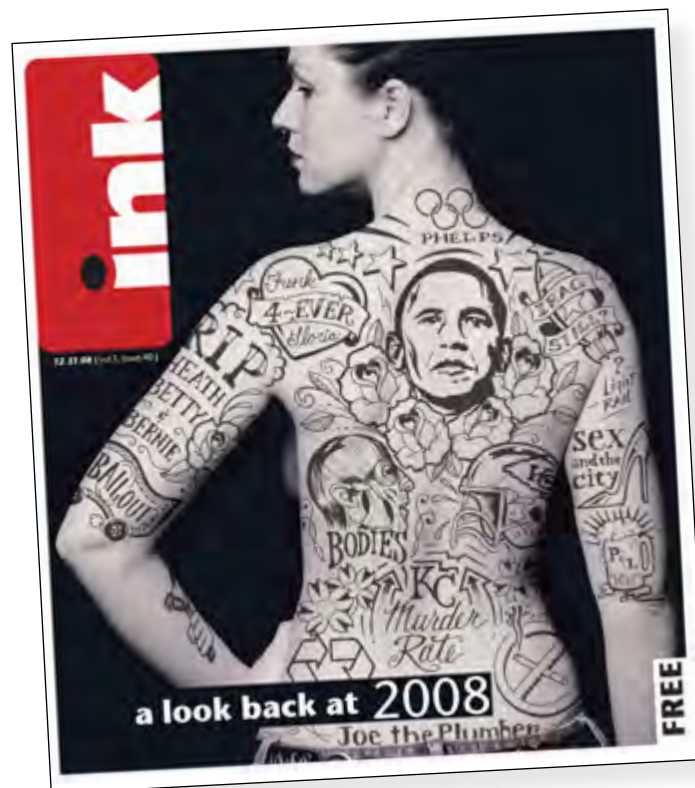
## WHAT IS INK?

Whether you're planning your life or your weekend, draw from Ink, the definitive lifestyle and entertainment publication for local young professionals.

Our online and print content informs, entertains and links 21- to 34-year-olds who work and play in Kansas City, Lawrence and the surrounding areas.

Ink keeps you updated on the latest trends. We'll help you take care of your daytime obligations and nightlife aspirations.

And here's the best part: Ink is produced by smart, sophisticated and connected 20- and 30-somethings who are part of the coveted demographic Ink will help you reach.



*This cover won the Society of Newspaper Design Award of Excellence. Check out a photo gallery of our dynamic covers on [Facebook.com/inkkc](https://www.facebook.com/inkkc).*

## GREASE THOSE MENTAL COGS.

We do play hard – but we work hard, too. Catch up with young professionals who punch the clock and stay up-to-date on what's hot and what's not.



- ### News

What's new in town and who's making news: Ink's weekly Talkers feature keeps readers current-events savvy, plus our reader panel lets the Ink audience talk back.
- ### Careers & Work

Meet other young professionals on their way to conquering the workaday world and learn what their office space says about them.
- ### Intelligent design

Tap into the right half of your brain with Procreate, Ink's weekly DIY project.
- ### Experts/advice

Local savants share their expertise and answer your questions.



ADMIT (EVERY)ONE.

Whether your favorite brew comes from a bar or café, raise your mug to a city that stimulates you around the clock.



## Music

Our music coverage is as eclectic as our taste. With album reviews, concert previews and hundreds of concert listings, Ink is your ticket to the best tunes in town.

## Dining

From French gourmet to French fries, cut your culinary teeth on Ink's guide to local restaurants.

## Party

Make a splash at the juiciest local events and hot spots. Ink hunts and gathers the hottest events so you know where to go and shake your cocktail.

## Movies

The latest flick is a click away. Check out [inkkc.com](http://inkkc.com) for movies, reviews and your chance to nab advanced screening passes.





## FILL YOUR ROLODEX. LIFT WITH YOUR LEGS.

Six degrees of separation? Hardly. With Ink, you'll be so connected that you'll make Kevin Bacon look lonely.



Ink's website, [inkkc.com](http://inkkc.com), is stocked with party pics, need-to-know news and sweet tweets that keeps the 20- and 30-something set plugged in way past playtime.

## ● [inkkc.com](http://inkkc.com)

### Network

Ink introduces you to a diverse group of the city's young leaders and partiers. We'll help fill your work and social calendars.

### Social Media

Ink reaches thousands of locals through Facebook and Twitter. Like us at [Facebook.com/inkkc](http://Facebook.com/inkkc) and follow us [@inkkcmag](https://twitter.com/inkkcmag).

### Contests

Win tickets to the hottest and most exclusive concerts, events and parties.





## WHAT WE'RE INTO.

A print magazine and Web site by and for 21- to 34-year-olds who live, work and play in Kansas City and Lawrence. We're into what our readers are into.

career sports rec fashion  
pets health shopping dating  
fitness personal style  
cars food events outdoors  
video games faith money  
DIY gadgets art technology

what we're into

**our ink**

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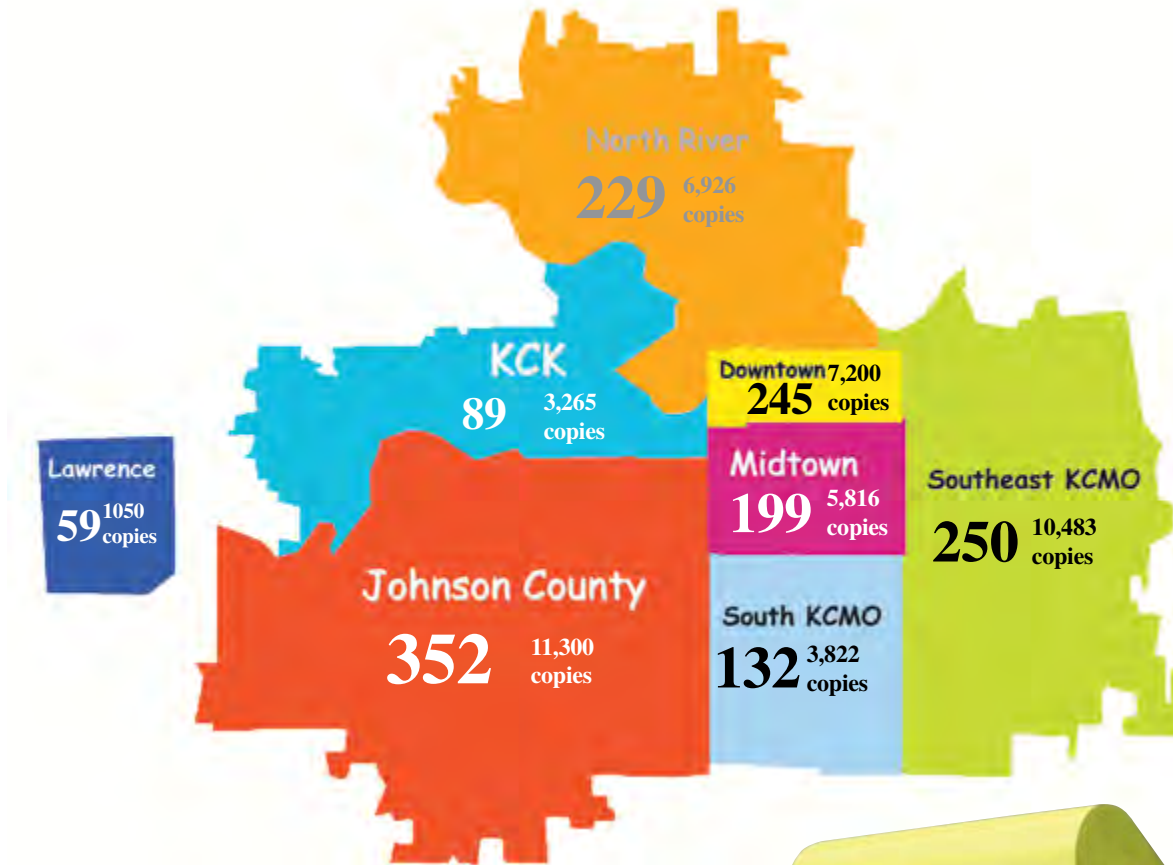
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IT'S NOT BLACK AND WHITE, BUT IT'S READ ALL OVER.



50,000 copies are distributed every Wednesday to 1,600 locations throughout the city and surrounding areas. Distribution focuses on high traffic areas reaching our target age demographic of 21- to 34-year-olds.

**Indoor racks**

Find at area locations such as Price Chopper, Sunfresh, HyVee, Walmart, Hen House, Dillons, Blockbuster Video, CVS and 7-Eleven.

Also available at restaurants, bars, gyms, coffee shops, entertainment venues, health clubs, gas stations, convenience stores, retail locations and event locations like the American Royal Barbecue, Royals games, etc.



Highly visible outdoor boxes

distribution



Ink draws its readers from the more than 449,100 adults ages 21-34 in the Kansas City area.



#### **In the money**

2 in 5 have household incomes of \$50K+

#### **Business-casual is in**

2 in 5 work in white collar jobs.

#### **In their own digs**

Half are homeowners.

#### **It's just business**

40% are business professionals.

#### **Love and marriage**

2 in 5 are married.

#### **Eat Out**

2 in 3 eat out at least 6 times a month.

demographics

# DID YOU KNOW?

#### **Big spenders**

Total expenditures in KC exceed \$15 billion with nearly \$900,000 on apparel; over \$1.2 billion at grocery stores; over \$1 billion on healthcare.

More than \$7 billion was spent by young adults at retail stores in KC.

#### **Fasten your seat belt**

Nearly \$1.3 billion is spent on new and used automobiles in KC.

#### **Shop til you drop**

\$1.5 billion is spent at department stores.

#### **Out to eat**

Nearly \$550 million was spent on eating and drinking out at restaurants last year. Nearly everyone in the demographic (96%) goes to a restaurant each month.

#### **Let's get drinks!**

The majority of adults have bought alcohol in the past 30 days which represents \$257 million in Kansas City.

#### **Furniture**

Nearly \$150 million was spent on furniture.





## ink retail rates

Premium positions available. Talk to your account executive about the inside covers, back page, double truck and other premium positions.

RECOMMENDED SIZES			8x	13x	26x	52x	OPEN RATES
55	5x11	Full Page	\$1,670	\$1,470	\$1,170	\$970	\$2,240
33	3x11	Page Stealer	\$1,076	\$924	\$812	\$673	\$1,445
27.5	5x5.5	Half Horizontal	\$955	\$818	\$721	\$599	\$1,270
22	2x11	Large Vertical	\$812	\$693	\$614	\$510	\$1,090
16.5	3x5.5	Large Square	\$620	\$525	\$470	\$391	\$830
11	2x5.5 / 1x11	Standard	\$427	\$356	\$325	\$272	\$570
5.5	2x2.75 / 1x5.5	Budget	\$229	\$183	\$177	\$149	\$280
Open Sizes		Cost Per Inch	\$40	\$35	\$30	\$25	\$54

\*All Rates include ad placement online on [inkcc.com](http://inkcc.com)

Guaranteed positions are available for a 25% premium with a 52x frequency contract, ask your account executive for details

## STAR NOTES

Be on the cover of ink magazine with your advertising message.



## INSERTS

Be inside the pages of ink with a pull out advertising message.



online avails and rates

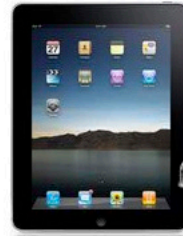
web rates

# Register to win a iPad

A \$600 Value

Click Here

to submit for your iPad entry



2011 Nissan 370Z Convertible

## INTRODUCING THE-ALL NEW MAXIMA SV

Starting at  
**\$398/month**



CLOSE



www.KeystoneNissan.com

- **Billboard Pushdown: \$15/cpm**

Dimensions: 972x30 — Expands to: 972x250 (1 position)

- **Leaderboard: \$8/cpm**

Dimensions: 728x90 (1 position)



Weekly Hook Ups

Drink Specials at VooDoo lounge

- **Weekly Hook Ups ticker: \$100/week**



- **Rectangle: \$12/cpm**

Dimensions: 300x250 (2 positions)



- **Ruler: \$4/cpm**

Dimensions: 300x100 (3 positions)

- **Photo Gallery Sponsorship: \$2,500/month\*\***

(sponsorship - limit 4)

Photos posted by kansascity.com and NightLifeKC



## ink classified rates

### CLASSIFIED LINERS AND DISPLAY ADS

#### Liners

\$3.00 per line non-pickup

\$1.25 p/u\* per line

#### Display ads

\$3.00 per line non-pickup

\$1.25 p/u\* per line

Minimum size restrictions apply.  
Ask your account executive for details.

\* Pick up from another classified product.

Each issue of Ink will feature classified advertising categories such as:

- Lofts, condos and apartments
- Cool jobs
- Automotive
- Pets and animals
- General Merchandise and much more

classified rates



Over 110,000  
21- to 34-year-olds read the  
classifieds daily.

Easily pickup your classified ad to  
reach to highly desirable 21- to  
34-year-old market.

### bar staff

#### Jobs

The Bar is coming to KC and wants to hire outgoing, dynamic and fun servers who want to have a great time at work. 555.555.5555.

### dogs

#### Dogs

JACK RUSSEL TERRIER adorable, lovable and active, \$300. Loves to cuddle. 555.555.5555.

### loft for rent

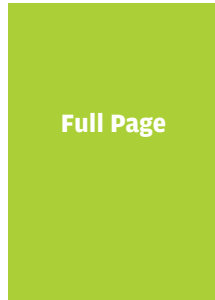
#### Lofts

Perfect for the up-and-coming professional. Beautiful views, near downtown with great amenities, including pool, workout facility and sauna. 555.555.5555.



WORKING OUT THE KINKS.

recommended sizes



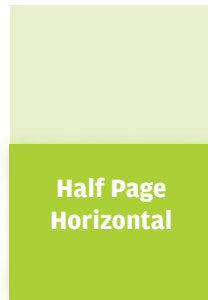
Full Page

(9.15" X 11")



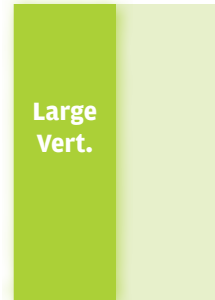
Page Stealer

(5.45" X 11")



Half Page Horizontal

(9.15" X 5.5")



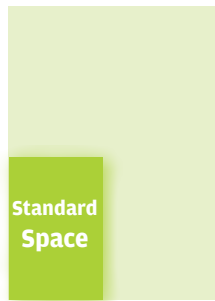
Large Vert.

(3.6" X 11")



Large Square

(5.45" X 5.5")



Standard Space

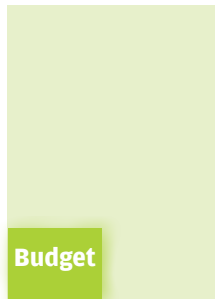
(3.6" X 5.5")

OR



Standard Space

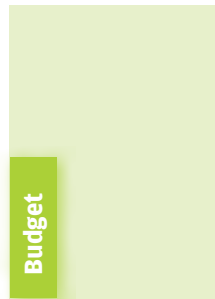
(1.75" X 11")



Budget

(3.6" X 2.75")

OR



Budget

(1.75" X 5.5")

DEADLINES.

Ink publishes on Wednesday mornings.

Space deadline: 5 p.m. prior Wednesday

Proof deadline: 5 p.m. prior Wednesday

No Proof Deadline: 5 p.m. Thursday (space deadline is by Wednesday, 1 day prior)

DIGITAL SPECIFICATIONS:

- Ads should be submitted on CDs or by *The Star's* Studio Online service (see AD SUBMISSION below).
- PDFs created out of InDesign are NOT recommended. Either export file as an EPS, or create a Postscript file, then run through Adobe Distiller.
- We accept files in all Adobe Suite applications up to version CS3 and we accept Quark files up to version 6.5.
- File formats accepted: PDF, EPS, TIF, JPEG, DOC, PS.
- Please include fonts, images and a visual printout of the ad.

- Photo files should be CMYK and at least 240 dpi at publication size. (Files pulled off the web are UNACCEPTABLE as they are generally only 72 dpi and will not print well.) Files submitted as RGB will be converted to CMYK.

AD SUBMISSION

- Digitally: Studio Online is The Kansas City Star's free file transfer system. Ads or ad materials can be sent digitally through Studio Online.

Visit <http://so.expresskcs.com/kcstarlive> for ad delivery directions. First-time users will be required to complete the registration form to receive a log-in and password. Your account executive can provide details.