

# ink

inkkc.com



2013

# media kit

Bar & Restaurant

## 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.

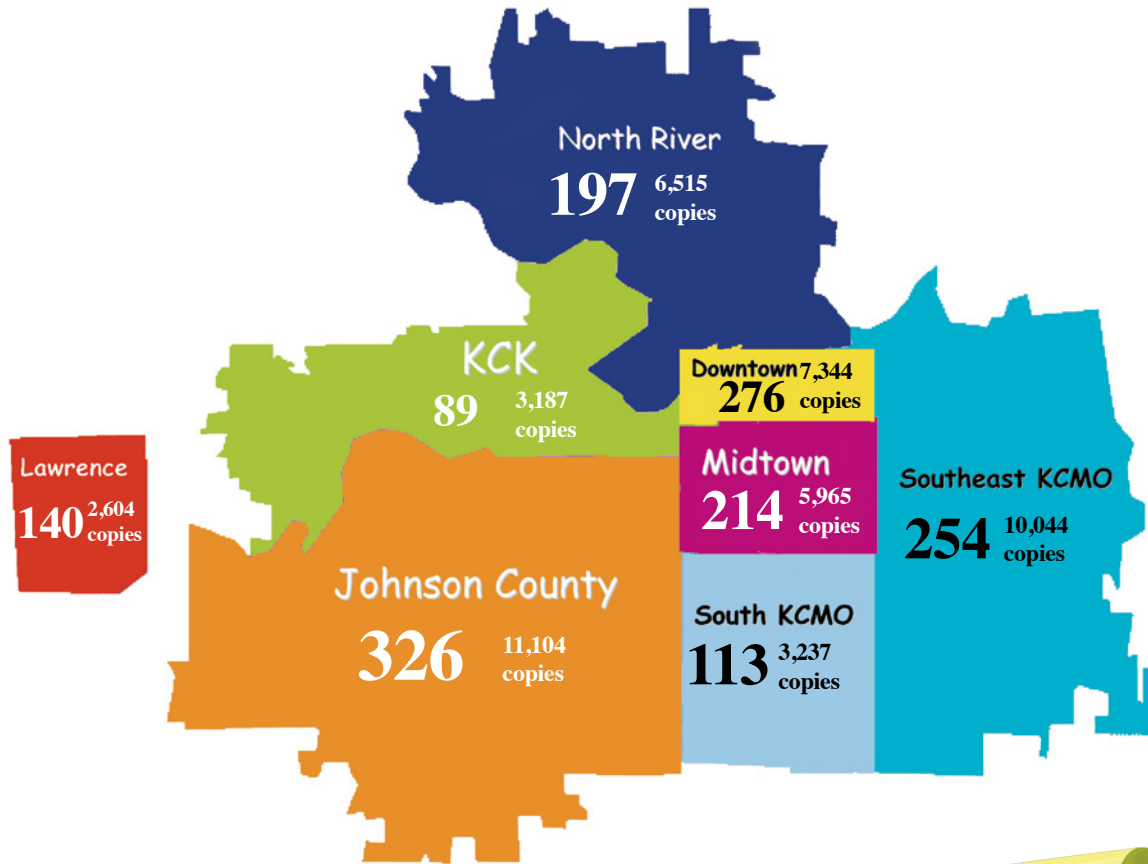
Our online and print content informs, entertains and links 21- to 34-year-olds who work and play in Kansas City, Lawrence and the surrounding areas.

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.

**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, CVS and 7-Eleven.

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



Highly visible outdoor boxes

# Ink Restaurant and Bar rates

	Column x Inches	8x	13x	26x	52x	OPEN RATES
Full	6 x 9.75	\$1,340	\$1,180	\$940	\$780	\$1,796
Page Stealer	4 x 9.75	\$865	\$743	\$654	\$542	\$1,160
Half Horizontal	6 x 4.75	\$768	\$658	\$580	\$483	\$1,020
Half Vertical	3 x 9.75	\$768	\$658	\$580	\$483	\$1,020
Large Vertical	2 x 9.75	\$654	\$558	\$495	\$412	\$876
Quarter	3 x 4.75	\$500	\$424	\$380	\$317	\$668
Standard	2 x 4.75	\$346	\$288	\$264	\$222	\$460
Strip	1 x 9.75	\$346	\$288	\$264	\$222	\$460
Eighth Horizontal	3 X 2.25	\$187	\$150	\$146	\$123	\$228
Budget	1 X 4.75	\$187	\$150	\$146	\$123	\$228
Double Truck Strip	13 X 3	\$1082	\$929	\$706	\$678	\$1450
Open Sizes	Cost Per Inch	\$32	\$28	\$24	\$20	\$43

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

## Recommended sizes

Full Page (10" x 9.75")

Page Stealer (6.62" x 9.75")

Half Page Horizontal (10" x 4.75")

OR

Half Page Vertical (4.94" x 9.75")

Large Vertical (3.26" x 9.75")

Quarter Page (4.94" x 4.75")

Standard (3.26" x 4.75")

Strip (1.58" x 9.75")

Eighth Page Horizontal (4.94" x 2.25")

Budget (1.58" x 4.75")

Double Truck Strip (20" x 3")

## 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:

- 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 CS5 and we accept Quark files up to version 6.5.
- File formats accepted: PDF, EPS, TIF, JPEG, DOC, PS.
- 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.

## Ink draws in its readers from more than 460,957 adults ages 21-34 in the Kansas City area

- 1 in 2 have household incomes of \$50k+
  - Average household income \$66,385
    - 1 in 2 work in white collar jobs
      - 50% are homeowners
    - 46% are business professionals
      - 46% are married
  - 65% eat out at least 6+ a month
- \*Source: Scarborough 2012 R2*
- Total expenditures in KC exceed \$12 billion with nearly \$900,000 on apparel; over \$1.8 billion at grocery stores; over \$1.2 billion on health care and \$550 million on health & personal care stores
  - More than \$7.5 billion was spend by young adults at retail stores in KC
    - Nearly \$1.5 billion is spend on new & used automobiles in KC
  - Nearly \$600 million was spent on eating & drinking out at restaurants last year
    - \$253 million was spend on alcohol in the past 30 days
    - Nearly \$160 million was spent on furniture

*\*Source: Claritas 2013*

### Additional Information available at your request:

#### “At Home with” Features

Bar Guides  
Bridal Features  
Dining Features

#### Dining Guides

Fashion Features  
Gift Guides  
Home Buyers’ Guides

#### InkKC.com

Middle of the Map  
Monthly eBlasts  
Office Space Features



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**Ink Magazine** 1729 Grand Boulevard • Kansas City, MO 64108 • [inkkc.com](http://inkkc.com)  
Fax: 816.234.4031 • [facebook.com/inkkc](https://facebook.com/inkkc) • [twitter.com/inkkcmag](https://twitter.com/inkkcmag)

### Questions?

**Michelle Jolles**  
General Manager  
[mjolles@kcstar.com](mailto:mjolles@kcstar.com)  
816.234.4173

**Chad Parkhurst**  
Sales Manager  
[cparkhurst@kcstar.com](mailto:cparkhurst@kcstar.com)  
816.234.4951

**Jennifer Hack**  
Editor  
[jennifer@inkkc.com](mailto:jennifer@inkkc.com)  
816.234.4792

**Jackie Wittlinger**  
Events & Promotions  
[jwittlinger@kcstar.com](mailto:jwittlinger@kcstar.com)  
816.234.4226



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