

KCweddings®

2012/2013 Media Kit



KANSAS CITY'S PREMIER WEDDING RESOURCE

The KC Weddings Program reaches thousands of brides and grooms that are planning weddings in Kansas City and the surrounding areas each year. We have designed an integrated marketing package that provides maximum reach and exposure, incorporating print advertising, direct mail, online and face-to-face interaction at bridal shows. Hundreds of area bridal retailers have taken advantage of this unique package to grow their businesses year after year.

KC WEDDINGS MAGAZINE | KCWEDDINGS.COM | BRIDAL KIT | BRIDAL SPECTACULAR



KCWeddings Magazine

INSIDE

Every issue contains fresh, 100% local content, from the articles to the photo shoots. A complete reception site listing for the area makes the magazine an excellent reference piece that brides refer to again and again.

ADVERTISER BENEFITS

Advertisers in KC Weddings magazine have the added value of being listed and linked online on the KCWeddings.com Resource Directory. Advertisers also benefit by having access to the database of brides that register on KCWeddings.com, with an average of 300 names per month.

DISTRIBUTION

- Published twice a year, in June and December, with an annual distribution of 40,000 copies

COMPLIMENTARY

- In all KC Weddings magazine advertiser locations across Kansas City and the surrounding areas
- Direct mailed monthly to brides through the Bridal Kit program
- 4,000 copies are distributed annually at Bridal Spectacular
- Copies are distributed at other bridal events that KC Weddings sponsors

FOR PURCHASE

- In over 200 area drug, retail and grocery newsstands including HyVee, Hen House and Price Chopper
- Area Barnes & Noble and select bookstores throughout the metropolitan area, and Hasting's bookstore in Lawrence

KCWeddings.com

CONTENT

KCWeddings.com is the ultimate local online resource for the Kansas City area. Our site contains editorial on all elements of planning a wedding, abundant photo galleries, helpful Q & A, informative blogs and the most comprehensive directory of local wedding professionals.

SITE PROMOTION

Weekly newspaper ads in the Sunday FYI/Engagement & Wedding Announcement section of *The Kansas City Star* drive local brides to KCWeddings.com. We also heavily promote the site in KC Weddings magazine.

The Bridal Kit

PURPOSE

Advertisers utilize the KC Weddings Bridal Kit as the most direct means to share various packages and pricing they offer by inserting a flier or brochure into the kit that is direct mailed each month. In addition, we provide advertisers with an extensive database of brides who received the kit each month. Advertisers can then use the database to follow up with potential clients.

DISTRIBUTION

The KC Weddings Bridal Kit is distributed to an average of 300 brides per month who have requested the kit through on-line registration at KCWeddings.com. Brides also have the opportunity to sign up for the kit at either of the two Bridal Spectacular events or at any other bridal show in which we are a sponsor.

TIME-LINE

The KC Weddings Bridal Kit program runs for six months at a time, beginning in June & December.

PRODUCTION

An advertiser simply needs to provide approximately 2,000 printed pieces per six-month period. If an advertiser does not have an insert of this nature, our design staff can create a piece at no additional charge. Our in-house print shop can then produce the piece for extremely competitive rates.





Bridal Spectacular

PURPOSE

KC Weddings Bridal Spectacular is the most highly attended bridal show in the Kansas City metropolitan area and entire Midwest. The show is produced twice a year and brings Kansas City's most experienced and talented bridal vendors to one location for thousands of brides, grooms and their families to meet face-to-face. The shows are successful because attendees can meet and compare the services of hundreds of wedding professionals all in one venue and make immediate decisions.

At the shows, brides have the opportunity to register for thousands of dollars in prizes and in turn, we create a database from that information and provide to our vendors. Vendors can then follow up with attendees they met at the show or send out additional information.

SPACE

A single booth space measures 10' x 10'. Each space comes with an 8' table and two chairs. Each booth is separated on the sides by 3' pipe and drape and an 8' pipe and drape backdrop. Double and triple booths are also available.

PARTICIPATION

Currently we have over 180 vendors in each show. Because we want our clients to have a well-rounded and effective marketing plan, we significantly discount the bridal show rates for clients who advertise in KC Weddings magazine.

Postcards & Custom Print Jobs

There are two custom postcard sizes to consider. Creative design services included!

PRODUCT FEATURES:

- 5.5" x 8.5" or 4" x 6" sizes
- Full color front side AND full color back
- 14 pt gloss coated cardstock paper
- UV coating front side
- Custom design services/creative included (\$120 value)
- 7-10 day turnaround once creative is approved
- Express service available* (ask for quote)

* Turnaround time is an estimate. Actual time frame is determined by the printing process, proof type, and the time you take to approve the card.

ESTIMATED PRICING FOR 2012/2013

QUANTITY	1000	2,500	5,000	10,000
4" x 6"	\$95	\$145	\$225	\$430
5.5" x 8.5"	\$155	\$235	\$390	\$715

OTHER SIZES AND PRICING AVAILABLE

*Prices subject to change



Production Guidelines

KC WEDDINGS MAGAZINE AD SIZES

2 PAGE SPREAD

16.75" X 10.875" (trim)
17" X 11.125" (w/bleed)
15.75" X 9.75" (live area)

FULL PAGE

8.375" X 10.875" (trim)
8.625" X 11.125" (w/bleed)
7.25" X 9.75" (live area)

PARTIAL SIZES

2/3 Vertical	4.82" X 9.875"
1/2 Page Horizontal	7.375" X 4.875"
1/3 Page Square	4.82" X 4.875"
1/3 Page Vertical	2.47" X 9.875"
1/4 Page	3.625" X 4.875"
Index Ad	2.93" X 1.75"
Index Ad Photo	1.5" X 1.5"

DIGITAL SPECIFICATIONS

- Ads should be submitted via AdDesk (see below), CD or DVD.
- File formats accepted: PDF, EPS, TIF, JPEG. (Files need to be built to exact ad dimensions and fonts need to be embedded or provided.)
- We accept Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, and Adobe InDesign files.
- Please include fonts, images and a hard copy of the ad. Photo files should be CMYK format and at least 300 DPI.

AD SUBMISSION

- **By mail:** Grand Communications, 1729 Grand Blvd., Kansas City, MO 64108
- **Digitally:** Studio Online is Grand Communication's and 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.

CREATIVE SERVICES

Creative services, with the exception of photography shots, are provided at no additional charge.

PHOTOGRAPHIC SERVICES

	Location Shot	Studio Shot
Color Transparency	\$70	\$40
Additional Shots at the Same Time	\$30	\$25

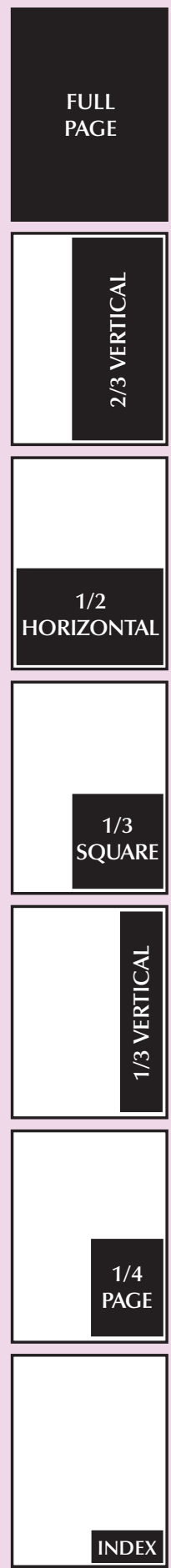
Dates & Deadlines

KC WEDDINGS MAGAZINE

ISSUE	DEADLINE	AVAILABLE
June 2012	April 20, 2012	June 15, 2012
December 2012	October 24, 2012	December 15, 2012
June 2013	April 19, 2013	June 15, 2013
December 2013	October 25, 2013	December 15, 2013

KC WEDDINGS BRIDAL SPECTACULAR

DATE	LOCATION
Saturday, January 14, 2012	The Overland Park Convention Center
Saturday, July 21, 2012	The Overland Park Convention Center
Saturday, January 12, 2013	The Overland Park Convention Center
Saturday, July 20, 2013	The Overland Park Convention Center





Advertising Rates*

KCweddings®

POSITION/AD SIZE	1 ISSUE	2 ISSUES (per issue)	4 ISSUES (per issue)
Back Cover	\$4,434	\$4,044	\$3,768
Inside Front	\$3,942	\$3,558	\$3,264
Inside Back	\$3,480	\$3,132	\$2,886
Page 1	\$3,606	\$3,258	\$3,084
Page 2 - 7	\$3,396	\$3,066	\$2,796
Page 8 - 11	\$3,192	\$2,964	\$2,640
2-Page Spread	\$5,178	\$4,908	\$4,506
Full page	\$3,126	\$2,814	\$2,622
2/3 page Vertical	\$2,646	\$2,334	\$2,130
1/2 page Horizontal	\$2,466	\$1,890	\$1,776
1/3 page Horizontal/Vertical	\$1,590	\$1,440	\$1,350
1/4 page	\$1,176	\$1,074	\$1,050
Index Ad	\$834	\$720	\$678

*Ads include 4-color and creative services *Monthly billing is available

*Add 15% to 2 page spread for premium position

KCweddings.com

ADVERTISER RATE	RATE/MONTH	NON ADVERTISER	RATE/MONTH
Basic	Included	Silver/Thumbnail	\$120
Silver/Album	\$50	Silver/Album	\$180
Gold	\$95	Gold	\$300
Platinum	\$200	Platinum	\$400

DESCRIPTIONS

PLATINUM LISTING	1st Position, one available; Includes up to 20 photos and 150 word description; Banner ad on select page
GOLD	1st and 2nd rows, 7 available; Includes up to 20 photos and 150 word description; web/email link
SILVER WITH ALBUM	In area below Gold listings, unlimited; Includes up to 20 photos and 150 word description; Included with all ads 1/3 page & larger; web/email link
SILVER WITH THUMBNAIL	In same area; Includes 1 image and 150 word description; Included with 1/4 page ads; web/email link
BASIC	Below Silver listings; Includes name and web/email link; Included with Index ads

Advertising Rates

KCweddings BRIDAL KIT

	6-MONTHS	12-MONTHS	24-MONTHS
Advertiser	\$70 per month	\$60 per month	\$50 per month
Non-Advertiser	\$100 per month	\$100 per month	\$100 per month

KCweddings® Bridal spectacular

KC WEDDINGS ADVERTISER RATES* (per show, based on 2x contract)

Single Booth	\$ 675.00
Double Booth	\$ 1,125.00
Corner Booth Premium	\$ 75.00

KC WEDDINGS ADVERTISER RATES* (based on single show only)

Single Booth	\$ 1,200.00
Double Booth	\$ 1,800.00
Corner Booth Premium	\$ 100.00

NON-ADVERTISER RATES (per show, based on 2x contract)

Single Booth	\$ 1,500.00
Double Booth	\$ 2,200.00
Corner Booth Premium	\$ 100.00

NON-ADVERTISER RATES (based on single show only)

Single Booth	\$ 1,875.00
Double Booth	\$ 2,574.00
Corner Booth Premium	\$ 100.00



Questions? We'll answer them!

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