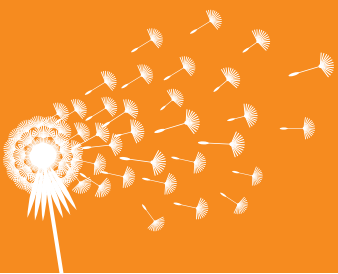


M

the magazine for
kansas city moms



M magazine aspires to be a comprehensive editorial resource for savvy Kansas City moms. We feature an up-to-the-minute mix of trends, health tips, parenting issues (and their solutions), decorating ideas, travel, and entertainment for all metro mothers. We'll uncover everything Kansas City has to offer moms just like you.



2012 media kit



**baby &
toddler**
food
fashion
decor



camps
for summer
plan ahead

March 2011 \$3.95
0 31
744 044 034
mmagkc.com



dog Distribution



20,000 Circulation / 56,000 Monthly Readers

M, the magazine for Kansas City moms distributes 20,000 copies per issue to reach 56,000 Kansas City metro moms. To capture this coveted audience, we have developed a highly targeted approach to our distribution that no other similar publication in Kansas City can offer.

Subscriptions and Targeted Mailings

M magazine is direct mailed to subscribers and a targeted list of Kansas City moms! With *M* launched in May 2009, we are on our way to building a strong paid subscriber base. Our subscribers and requested copies represent over 25% of our distribution and growing!

Complimentary Copies

M magazine is everywhere! We hit the KC market where it counts!

- Kansas City
- Olathe
- Overland Park
- Mission
- Leawood
- Prairie Village
- Lenexa
- Shawnee
- Blue Springs
- Independence
- Lee's Summit
- Liberty
- Gladstone

This is done by sampling FREE copies at the following locations:

300 high traffic locations in the Kansas City area

- mom and kid friendly businesses
- salons
- day spas
- kids events centers
- 180 doctors offices
- pediatric
- women's clinics
- obgyn
- birthing centers

33 grocery stores in Kansas City

- Hen House
- Price Chopper
- Consentinos
- Walmart

700 newborn hospital baby bags

Newsstand

M magazine is sold at over 180 bookstores and newsstands throughout Kansas City and surrounding areas including Barnes and Noble and Books-a-Million.

Bonus Distribution at Events

Complimentary copies can be found at local kids/moms events in Kansas City! Let us know if you have an event that *M* magazine can help you sponsor!



Demographic

Reader Demographics/Geographics:

- 100% female readership 25 - 45 yr old
- 100% have kids living in the home that are 12 and under
- 50% have household incomes \$175K+
- while the other 50% have between \$100-\$175K household income

Moms hold 80-90% of a household's purchasing power.*

Did you know?

Annual expenditures among moms in Kansas City (with Kids under 12)**

- Over \$65 million on children's clothing
- Nearly \$40 million spent on cosmetics/perfume/skin care
- Nearly \$74 million spent on athletic shoes, clothing and sporting equipment
- Over \$162 million on furniture
- Over \$63 million on carpeting/floor covering
- Nearly \$47 million spent on women's casual clothing

Our research among moms in Kansas City showed***

Some of the top editorial topics wanted in every issue:

- Calendar of events 92%
- Tips and Advice 92%
- Resources/things to do 89%
- Recipes and Food 84%
- Behavior issues 77%
- Healthcare 71%

Magazines were the top ranked source moms look to for information.

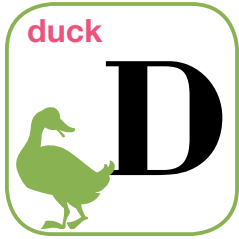
National research shows****

- Some of the topics with the highest level of interest among moms include recipes and nutrition, children's health/symptoms, children's emotional and social development, food/nutrition/eating and a guide to children's ages and stages
- Moms are much more likely to turn to magazines for parenting information than to television (65% for magazines, 43% for TV) and among moms 35-44 this jumps to 71% for magazines

Sources:

*AdAge.com
**Scarborough 2011, Release 2
***online survey of moms in Kansas City
****2009 survey of 510 moms by Clark, Martire & Bartolomeo, Inc.





Deadlines & rates

May 2012

all about mom issue
mother's day
summer travel
health – women's wellness

June/July 2012

summer fun issue
father's day
summer activities
summer places to go
dad/kid fashion
health - back to school
physicals

August 2012

back to school issue
back-to-school fashion
health – orthopedics

September 2012

fall fashion issue
fall is back
books on bullying
health – fall allergies
& eye care

October 2012

halloween fun issue
health – breast cancer

November 2012

holiday issue
gift guide / part 1
holiday travel
health – diabetes

December 12/ January 13

education issue
get smart
gift guide / part 2
health – fitness

February 2013

heart & dental health issue
spring break destinations
get smart
health – heart & dental

March 2013

baby/toddler issue
camp feature
health - fertility

April 2013

art issue
camp feature
health - allergies

*subject to change

	1x	3x	6x	10x
Back cover	na	na	na	2,200
Inside front and back	na	na	na	2,035
Pages 1 through 11	3,043	2,462	2,180	1,854
Full page	2,823	2,352	1,960	1,634
2/3 vertical	2,196	1,829	1,525	1,271
1/2 page horizontal	1,569	1,307	1,089	908
1/3 page square/vertical	1,122	935	779	649
1/4 page	732	609	508	424

Pricing is per issue. All rates are net.

Not for profit rates available. Please inquire for details.

Issue	Space Close/ Material Deadline	Camera Ready Deadline	Publish Date
February	December 29	January 4	February 1
March	January 25	February 1	March 1
April	February 22	March 1	April 1
May	March 29	April 5	May 1
June/July	April 27	May 3	June 1
August	June 28	July 5	August 1
September	July 26	August 2	September 1
October	August 30	September 6	October 1
November	September 27	October 4	November 1
Dec./January	October 25	November 1	December 1





Sponsorship the letter M

What:

A targeted email to our exclusive newsletter subscribers and additional emails reaching a total of 30,000+ on a monthly basis:

- women
- 25-45 year old in KC metro
- HH income of \$75,000+
- presence of children in the home
- expectant moms

Features:

calendar of events, health tips, recipes, parenting issues (and their solutions), travel, decorating ideas & entertainment for metro moms

When:

every second Tuesday of the month

SPONSORSHIP:

\$1000

LARGE BANNER:

\$425

SMALL BANNER:

\$325

Today's busy moms require a quick glance at topics of interest and the ability to click through to your Web site for more in-depth information. Now you can target our female audience with your advertising message at an affordable price.



M

the magazine for
kansas city moms

Halloween!
how-to costumes,
food & a koo!

penguin



roduction guidelines

**facing
breast
cancer**

with positivity
& hope through
Kansas City's
many nurturing
resources



a super-cool
playroom

Digital Specifications

Requirements:

- Ads should be submitted via Studio Online (see below), cd or dvd.
- File formats accepted are PDF, EPS, TIFF, 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. Photos files should be CMYK format and at least 300 dpi.

Ad Submission:

• By mail:

**Grand Communications,
Attn: Chad Parkhurst
1729 Grand Blvd.
Kansas City, MO. 64108**

• 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 login and password. Your account executive can provide details.

Ad Sizes

Full page

Live Area

Trim

Bleed

7" x 9.875"

8" x 10.875"

8.25" x 11.125"

2/3 page vertical

4.43" x 9.875"

1/2 page horizontal

6.98" x 4.8125"

1/3 page vertical

2.125" x 9.875"

1/3 page square

4.43"x 4.8125"

1/4 page

3.375" x 4.8125"

Full Page

2/3 pg.
vert.

1/2 pg.
horiz.

1/3
pg.
vert.

1/3 pg.
square

1/4
page



8 eight