



DESIGN

HOME

FASHION

TRAVEL

SHOPPING

PEOPLE

FOOD

ENTERTAINING

# Our Mission

A complete resource for fine living in Kansas City. Capturing the best with exceptional photography of stylish homes, beautiful gardens, the latest in fashion and creative entertaining. An invaluable resource for the practical and an inspiration for the visionary.

2012 MEDIA KIT

# SPACES

KANSAS CITY

*Celebrating Seven Years*

# Features & DEPARTMENTS

## Editorial Features

**INTERIORS:** The best of home design — inspiring, inviting, in vogue. Each issue offers an insider's tour of one of Kansas City's most wildly expensive and expansive villas — or a quirky little country cottage. The only common trait is innovative, creative and personal interior design.

**ENTERTAINING:** When prominent Kansas Citians entertain — the people, the places, the provisions. Each issue celebrates hosting intimate candlelight dinners for two or holiday parties for 200.

**STYLE:** What Kansas Citians are putting on — the latest fashion, jewelry, accessories. We feature the best of the latest — but for real people.

**DESIGN:** Focus on the detail — from the garden to the tabletop. We explore one element of design in depth. We'll look at strikingly original table décor for a holiday party one month, then a verdant local garden the next.

## Editorial Departments

**MY FAVORITE OBJECT:** The must-have piece for home and fashion.

**AGENDA:** Who went where and wore what?

**INSIDE DESIGN:** Down-to-earth “how to” from our go-to interior arbiter, David Jimenez.

**DESTINATIONS:** Daytrips from Kansas City and once-in-a-lifetime vacations—we give ideas, tips and places to go in each issue.

**ESSENTIAL ENTERTAINING:** Kansas City's most indefatigable hostess with the mostess, Merrily Jackson, answers questions and eases anxieties.

**HUNTERS & GATHERERS:** Kansas Citians love to collect, and we show the collections and talk to the collectors.

**CHIC:** Tips, trends and what to wear (or what not to) when it comes to fashion and beauty.

**ART:** A look at our lively cultural scene — the people, the performances, the art.

**COOKERY:** Kansas City's top chefs take us into their home kitchens to dish out real-life recipes.



**MIND. BODY. SOUL:** All about personal luxury and living well. New age or any age.

**TASTE:** Food with attitude — dining out in Kansas City. Restaurant profiles, plus the latest food chat.

**ABOUT TOWN:** An expanded calendar tracking the party and event circuit.

**INSIDE BACK:** A fun take on what Kansas Citians are up to.



# Dates & DEADLINES

2012 Issues	Space Close/ Material Deadlines	Camera Ready Deadline	On Sale
February	Jan. 1, 2012	Jan. 5, 2012	Feb. 1, 2012
March	February 1	February 5	March 1
April	March 1	March 5	April 1
May	April 1	April 5	May 1
June/July	May 1	May 5	June 1
August	July 1	July 5	August 1
September	August 1	August 5	September 1
October	September 1	September 5	October 1
November	October 1	October 5	November 1
Dec/Jan 2013	November 1	November 5	December 1

## Added Value

- With each insertion, *Kansas City Spaces* advertisers may qualify for a 20% discount off of a single insertion in The Kansas City Star newspaper or other repeat ad programs. Certain restrictions apply.
- Complimentary direct website link listing on [spaceskc.com](http://spaceskc.com).
- Professional on location or studio photography services are available for a nominal fee.
- Year-long promotional effort in The Star and at high-profile, local events increases consumer awareness of the magazine.
- Event Sponsorships: Throughout the year, *Kansas City Spaces* can sponsor aspects of your events. Your business will benefit from the increased awareness our marketing partnership can provide.

## Event Partnerships

*Kansas City Spaces* magazine signature events are some of the most-talked about and well-attended in the city. We can help deliver high impact, highly-targeted events that encourage connections with our devoted readers and fans. Let us get involved with your charitable event and be your event's next print media sponsor. See your Account Executive for more details.





# Readership & DISTRIBUTION

## Distribution

### 40,000 CIRCULATION

*Kansas City Spaces* prints 40,000 copies – making it the highest circulation of any local publication of its type available today in Kansas City. With two times the distribution power of similar publications in the area, *Kansas City Spaces* carries your message to more affluent consumers at a lower cost per thousand.

To capture this reputable and loyal audience, we have developed a highly targeted approach to our distribution that no other magazine in Kansas City can offer.

### SUBSCRIPTIONS & TARGETED MAILINGS

- Requested copies mailed to our ever-growing list of subscribers at a low annual rate of \$15.95 for 10 issues.
- Direct-mailed to our targeted list of affluent homeowners with average home values of \$388,640 (24% own homes \$500K+)
- Direct-mailed to a select list of HBA, NARI, AIA and ASID members.

### UPSCALE NEIGHBORHOOD HOME DELIVERY

Hand-delivered to our readers' front doors in exclusive high-end communities throughout the Kansas City metro, some of which include: Briarcliff, Falcon Ridge, Cedar Creek, Lionsgate, Lakewood, Sunset Hill, Ironhorse and Loose Park area. In addition, *Kansas City Spaces* continues to grow its readership through continued sampling of upscale developments throughout the metro.

### NEWSSTAND

*Kansas City Spaces* can be easily found on over 200 newsstands throughout Kansas City and the surrounding areas including Barnes & Noble, Rainy Day Books, Hen House, Price Chopper, HyVee, Walmart, Books-a-Million and the KCI Airport, Bruce Smith Drugstore, Cosentino's Market and Whole Foods.

### BONUS DISTRIBUTION

Complimentary copies can be found at local, high-profile events, high-end salons and spas, doctor's offices, select upscale hotels and all advertiser locations.

## Readers By The Numbers

**READERSHIP PER ISSUE:** 112,000

**AVERAGE HOUSEHOLD INCOME:** \$186,197

**AVERAGE HOME VALUE:** \$330,217

\*Source: infoUSA January 2010



# Advertising RATES

	1X	4X	6X	10X
2 Page Spread	\$4,720	\$4,160	\$3,760	\$3,420
Full Page	\$3,140	\$2,770	\$2,500	\$2,280
2/3 Page	\$2,360	\$2,070	\$1,880	\$1,710
1/2 Page	\$1,890	\$1,730	\$1,570	\$1,370
1/3 Page	\$1,420	\$1,310	\$1,170	\$1,020
1/4 Page	\$950	\$870	\$800	\$700

## PREMIUM POSITIONS

**Back Cover:** Earned rate plus 25%

**Inside Front or Inside Back:** Earned rate plus 20%

**Guaranteed Position within first 30 pages:** Earned rate plus 15%

- All rates are net. Non-profit rates available. Inquire for details.
- Creative design costs are included, allowing you to have a professional image without taking away from your ad dollars.
- Innovative Ad Units: Internal gatefolds available for maximum impact, polybags to generate response and many more creative options for your advertising dollars. Inquire for details.



## TERMS AND CONDITIONS

All contracts delinquent or not fulfilled are subject to short rate and cancellation.

## CANCELLATIONS

Cancellations must be submitted in writing prior to closing date of the issue in which the ad was to be published. Advertiser is otherwise liable for scheduled advertising. In the absence of a written cancellation notice, Publisher may insert the last advertisement appearing and bill said advertisement to Advertiser toward fulfillment of contract obligation.

An Advertiser who signs a contract but does not begin advertising within 90 days will be subject to a cancellation penalty.

Any Advertiser who signs a contract and cancels prior to first insertion is responsible for the payment of the first insertion.



## 2 PAGE SPREAD

**Bleed:** 18" x 11.125"  
**Trim:** 17.75" x 10.875"  
**Live Area:** 16.75" x 9.875"

## FULL PAGE

**Bleed:** 9.125" x 11.125"  
**Trim:** 8.875" x 10.875"  
**Live Area:** 7.875" x 9.875"

**1/3 VERTICAL**  
2.36" x 9.721"

**2/3 VERTICAL**  
4.86" x 9.721"

**1/3 SQUARE**  
4.86  
x 4.735"

**1/2 HORIZONTAL**  
7.375" x 4.735"

**1/4 VERT**  
3.61"  
x 4.735"

# Production GUIDELINES

## 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. Photo 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 log-in and password. Your account executive can provide details.



# Gatefold

## Creative opportunities

This is an oversized heavy cardstock page in the magazine that is folded and gives the advertiser the ability to utilize more space for their brand message. A gatefold (also called a foldout) can be produced as a four page, six page or eight page piece. *Kansas City Spaces* offers the opportunity for two gatefolds in each issue.



# Bind-in & Blow-in

## Another creative opportunity

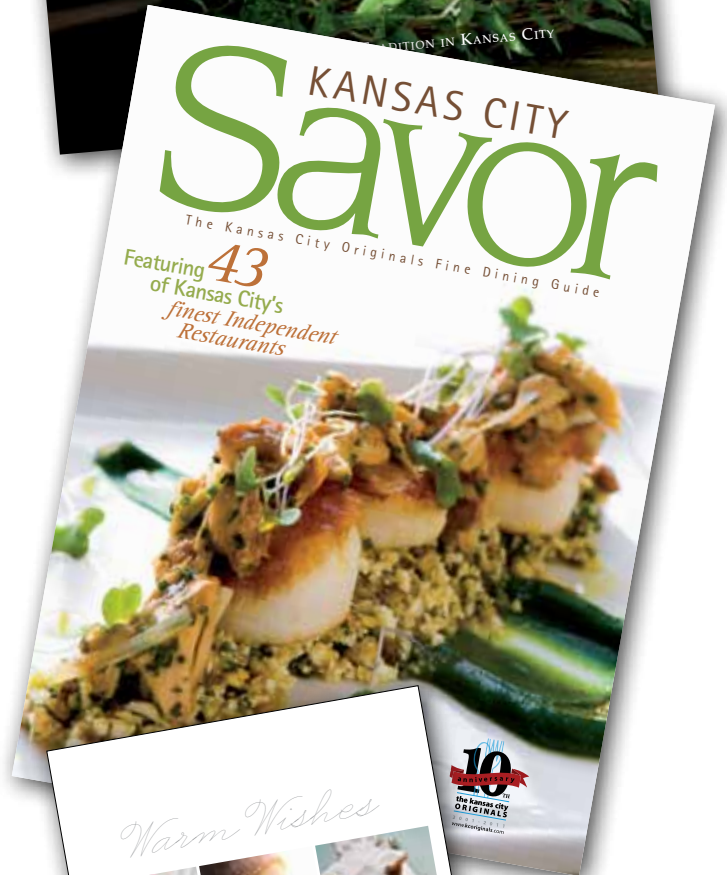
*Kansas City Spaces* has the ability to offer bind-in and blow-in cards in each issue. This bind-in card is paired with a right-read full page.



# Special PROJECTS

## Custom print jobs & magazines

Need a high quality custom catalog, magazine or direct mail piece at a very competitive rate? See your Account Executive for details.



## Polybag

Have your branded brochure, postcard, catalog, etc. delivered with *Kansas City Spaces* magazine directly to our reader's homes. This is a unique way to get your printed piece into the homes versus mailing yourself. You can reach every home that *Kansas City Spaces* is distributed to or reach a few key zip codes. We can customize the polybag distribution pattern for you. Please see your Account Executive for details and pricing.

# Postcards

## MARKETING

Custom postcards available  
in two sizes!

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
- Custom Design Services / Creative Included (\$120 value)
- UV Coating Front Side
- 7-10 Day Turnaround once creative is approved
- Express Service Available\* (ask for quote)

\* This turnaround time is an estimate. Actual timeframe is determined by the printing process, proof type, and the time you take to approve the card. Turn around time is 7-10 days once creative is APPROVED.

### ESTIMATED PRICING FOR 2012:

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

Other sizes and pricing available. See your Account Executive.



# Digital OPPORTUNITIES

## Social Media

*Kansas City Spaces* magazine Kansas City's respected editorial style blends with traditional print advertising in our social media presence. Our editorial team is committed to updating our fans and followers with anything and everything KC. So whether it's the arrival of a new product at a local business, the sighting of a celebrity decked out in the same duds that are hanging in your store, or the details of an upcoming open house, trunk show or social event, we keep our readers—and your potential customers—in the loop.



## Reach & Audience

When *Kansas City Spaces* readers aren't perusing our magazine's pages for the hottest new products and trends, they're looking for them online. Expand your reach by tapping into the largest network in Kansas City. Our online audience is the most engaged, affluent and influential in town. Learn how you can capitalize on our breadth of consumer insight and knowledge while still having the capability to target your message. Our digital product suite includes solutions like behavioral, demographic and geographic targeting, email marketing, mobile marketing and text messaging.



## Spaceskc.com - Coming Soon!

We can't help but be excited about the new look of spaceskc.com. For more than seven years, *Kansas City Spaces* magazine has been dedicated to delivering entertaining features, stunning design and need-to-know details about the hottest happenings in town—and our website will take that commitment even further, with coverage of everything from food to fashion, home photo galleries, event photos, comprehensive directories, calendar listings, restaurant reviews, and more. For immediate and interactive information about living the good life in Kansas City, spaceskc.com is the new go-to website.



# essential entertaining

BY CONTRIBUTING WRITER MERRILY JACKSON

**"... and music. Really, really loud music..."**

*"... and the nine individual petit fours ..."*

*"... and beautiful sprays of flowers ..."*

*"... and the neighbor's house stinks ..."*

*"... the AC was on the day it was excruciatingly hot ..."*

*"... dinner served ridiculous ..."*

*"... always delicious ..."*

*"... more like cocktail 'hours' ..."*

*"... always the cutest bartenders ..."*



## Questions?



**Michelle Jolles**  
Publisher  
mjolles@kcstar.com  
816.234.4173

**Chad Parkhurst**  
Sales Manager  
cparkhurst@kcstar.com  
816.234.4951

**Zim Loy**  
Editorial Director  
zloy@kcstar.com  
816.234.4233

**Lara Hale**  
Associate Editor  
lhale@kcstar.com  
816.234.4441

**Tod Machin**  
Production Manager  
tmachin@kcstar.com  
816.234.4122