My List: Floating between departments in each issue, this full-page Q&A probes discerning Kansas Citians for their inspirations, favorites, and things they can’t live without.

Makers: A profile of local business owners and entrepreneurs in Kansas City.

SOCIAL

About Town: Who went where and wore what?

BACKPAGE

Inside Back: New shops, new products, everything you need to know about what’s new.
Audience

WE DELIVER YOU
POTENTIAL CUSTOMERS & BUYERS
EACH MONTH

BREAKDOWN OF PRINT + DIGITAL:

Average Household Income: $186,196 =
Average Home Value:

$330,217

Printed Copies: 34,000 =
Print Audience:

100,250

Facebook Followers:

9,500+

Instagram Followers:

14,000+
The **HIGHEST CIRCULATION** of any local publication of its type available in Kansas City.

- **HAND-DELIVERED** to exclusive **HIGH-END COMMUNITIES**
- Direct-mailed to **HBA, NARI, AIA** and **ASID MEMBERS**
- Available on **OVER 200 NEWSSTANDS**.
- One of the **TOP-SELLING LOCAL KANSAS CITY PUBLICATIONS** of its kind on local newsstands like Barnes & Noble
- Delivered to local, **HIGH-PROFILE** events, **HIGH-END** salons and spas, doctor’s **OFFICES**, select **UPSCALE HOTELS** and all **ADVERTISER LOCATIONS**
- **A DIGITAL EDITION** is available 24/7 at **SPACESKC.COM**
Your Target Audience

Kansas City Spaces readers are some of the most affluent, influential homeowners and have a great sense of personal style and taste.

- 60% are between the ages of 35 - 54.
- 88% are college educated.
- Their net worth ranks nationally at the top of the scale with 91% in the top 3 tiers and 90% in the top 3 tiers of expendable income.
- 93% are considered to be aggressive to very aggressive investors.
- They are large contributors to charitable organizations and support the arts.
- They enjoy taking vacations such as skiing, golfing, cruising, diving/snorkeling, spa escapes and international travel.
- They tend to own luxuries such as home theater systems, timepieces, navigation systems and vacation homes.
- They like to shop at stores such as Nordstrom, Macy’s and Ethan Allen and spend money on apparel, gourmet food, wine, fitness, antiques, home products and services.
- They drive BMW, Mercedes, Acura, Audi, Infiniti, Lexus, Jaguar, Land Rover, Porsche, and Cadillac.
EDITORIAL CONTENT:

FEBRUARY
Valentines
Features: Three homes (small spaces?)
Fashion: Flirty clothing
Beauty: Romantic hair

MARCH
Surviving winter
Features: Entertaining feature, two homes

APRIL
Spring! Features:
Spring fashions, two homes
Beauty: Trending make-up palettes

MAY
Beauty and fashion:
A look at self-tanners, local spray tan spas and poolside fashion accessories.

JUNE/JULY
Features: Lake house, gorgeous laundry rooms and swimsuits

AUGUST
Features: kitchens, home feature, philanthropy fashion layout

SEPTEMBER
Fall fashion, living with art, a home

OCTOBER
Entertaining feature with meal by Jill Silva; Outdoor rooms with fireplaces; A house

NOVEMBER
Kappa Kappa homes tour, winter coats, Entertaining with Emily, the latest in health, beauty and fashion trends

DECEMBER / JANUARY
Jewelry trends, home features, holiday and New Year advice

2019 DEADLINES:

FEBRUARY:
Ad Space Reservation: Monday, Jan. 7th
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 01-18

MARCH:
Ad Space Reservation: Monday, Feb. 4th
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 02-15

APRIL:
Ad Space Reservation: Monday, March 4th
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 03-15

MAY:
Ad Space Reservation: Monday, April 1
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 04-12

JUNE/JULY:
Ad Space Reservation: Friday, May 3rd
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 05-16

AUGUST:
Ad Space Reservation: Friday, June 28th
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 07-12

SEPTEMBER:
Ad Space Reservation: Monday, Aug. 5th
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 08-16

OCTOBER:
Ad Space Reservation: Monday, Sept. 2nd
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 09-13

NOVEMBER (HOLIDAY):
Ad Space Reservation: Monday, October 7th
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 10-18

DECEMBER / JANUARY:
Ad Space Reservation: Friday, November 1
Camera Ready Ads Due In & New Build Proofs
Due Back: Noon - 11-13
Special Projects

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

BIND-IN & BLOW-IN

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

POLYBAG

Have your branded brochure, postcard or catalog delivered with Kansas City Spaces magazine directly to our readers’ homes. This is a unique way to get your printed piece into homes versus mailing them yourself. You can reach every home that Kansas City Spaces is distributed to or select a few key zip codes. We can customize the polybag distribution pattern to fit your needs.
Sponsored Content
WITH KANSAS CITY SPACES

Premium storytelling is funded by and created in collaboration with the advertiser. Our dedicated team will work closely with you to help tell your brand’s story in a unique, innovative and actionable way in the SPACES reader’s voice and in a way that will be compelling to millennials and today’s affluent households.

SPONSORED CONTENT PACKAGE (Digital & Social)
• Custom story/branded content creation by our team
• Featured story/branded content posted on spaceskc.com for 90 days
• Featured in an editorial position in Kansas City Spaces EDITED e-newsletter - deploys to 100,000 emails
• Social promotion for your branded content
• Boosted posts for your branded content for 7 days
• Creative concepts follow an approval process (30 day lead time)
$1,500 investment for branded content (digital & social)

ADD “PRINT” TO YOUR SPONSORED CONTENT PACKAGE
INCLUDES: PRINT, DIGITAL & SOCIAL “In Partnership with...”
$3,000 total investment for print, digital & social

• Your sponsored content will also appear in the print and the digital edition of Kansas City Spaces, reaching over 100,000 readers. Total Value $4,000 (save $1000)
WEBSITE | SPACESKC.COM
Reach an affluent homeowner audience seeking the latest in home design trends. KC SPACES Facebook page has over 9,551 followers and Instagram page has over 14,100. With our boosted social posts, we will leverage a local audience and promote your brand.

FACEBOOK | @SPACESKC
In addition to dedicated daily and weekly calendar posts, we’ll share your Facebook event on the event tab.

INSTAGRAM | @SPACESKC
Dedicated photos documenting our experience at your store or event.

PINTEREST | @SPACESKC
TAG US. LIKE US. PIN US.
Kansas City Spaces digital advertising menu includes a plenitude of offerings – from traditional banner ads, e-blasts and e-newsletters, enter-to-win contests and social media programs to fully customize your advertising campaign.

**DEDICATED “HOME DEMO” E-BLAST REACHING 75,000**

**THE TARGET MARKET DEMOGRAPHIC:**
- adults age 35+
- household income $100k+
- home value $200k+
- all living in the KC metro area
- interests include: home remodeling, home & garden, home décor
- date deployed - YOU PICK / reserve early!
- deploys to 75,000 emails
- email from: Kansas City Spaces
- subject line: YOUR BUSINESS NAME and teaser
- 5 day lead time preferred, based on availability
- our click open rate is 2x the national average

$1,000 per send....  
cpm $13.33/1,000

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**DEDICATED “EXPANDED REACH” E-BLAST REACHING 100,000**

**THE TARGET MARKET DEMOGRAPHIC:**
- women 35+
- household income $90k+
- all living in the KC metro area
- deploys to 100,000 emails
- email from: Kansas City Spaces
- subject line: YOUR BUSINESS NAME and teaser
- dedicated content designed to your needs
- 5 day lead time preferred, based on availability

$1,500 per send...  
cpm $15/1,000

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**CREATE YOUR OWN CUSTOM E-BLAST**
- dedicated content designed to your needs
- pick your own demographics, zips, etc...
- pick your own send date, 7 day lead time preferred
- pick your subject line
- Specs: 600x600 pixels, 72 DPI, PSD format

$1,500 per send

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**DEDICATED “SPACES DEMO” E-BLAST REACHING 75,000**

**THE TARGET MARKET DEMOGRAPHIC:**
- women ages 30-54
- household income $75k+
- all living in the KC metro area
- interests include: home, beauty, health and retail
- deploys to 75,000 emails
- email from: Kansas City Spaces
- subject line: YOUR BUSINESS NAME and teaser
- dedicated content designed to your needs
- 5 day lead time preferred, based on availability

$1,000 per send...  
cpm $13.33/1,000
Excelerate is more than a digital marketing agency — they are a team of digital archaeologists digging through business and audience data to discover our clients’ goals and their potential customers.

With that information in hand, they build custom marketing plans based on tactics such as search engine optimization, branded video production, social media management, programmatic advertising and content creation for blogs or sponsored advertising. They convert the plan into action and constantly measure what’s working and what needs to be tweaked to achieve your marketing goals in a measured manner.

With teams in top U.S. markets, Excelerate is a nationwide agency partner poised to help our regional and local businesses successfully navigate the ever-changing digital marketing landscape.

exeleratedigital.com

Creative Lab is McClatchy’s content agency comprised of former journalists, videographers, creative content strategists and designers.

The Creative Lab draws on our extensive experience to produce award-winning and engaging content for our clients.

Content creation with a focus on developing emotional bonds through storytelling.

creativelabmc.com