

FINE ARTS CAMPS FOR KIDS AND TEENS



**Source: Interep, Mediamark Research, BIA, Households, Nielsen, July 2005
 **Directory will be in May-June issue only*

KC Studio is Kansas City's **ONLY** all-inclusive arts magazine. Our readers are families interested in participating in the lively arts community. The May/June issue of KC Studio will have a special section promoting all the special arts education summer programs Kansas City has to offer families. There will be a special directory* and an opportunity to pre-advertise in the March/April issue. Don't miss out on the opportunity to list your **School, Camp, Academy, Classes, Events, Demonstrations, Music Programs or Dance/Acting and Voice Classes** in this comprehensive guide to kid's fine arts activities in the region.

READERSHIP & DISTRIBUTION:

- Mailed to 35,000 member subscriber households
- The largest paid subscription magazine in the metropolitan area
- Free distribution at 150 locations

KCPT AUDIENCE DEMOGRAPHICS:*

- 49% of viewers are professional/managerial
- Average Household Income \$200,000
- 61% have a bachelor's degree or better and, of the remaining 39%, 15% have completed some college course work
- 67% of Kansas City television viewers, age 25 - 54, watch KCPT and subscribe to KC Studio Magazine
- 34% of viewers have children in the home

BENEFITS:

- Placement in The Fine Arts Camps for Kids and Teens Special Feature
- Free mention in our Fine Art Camps for Kids and Teens Feature Editorial
- Link to your web site on www.kcstudio.org
- Full color included at no additional charge
- Free Directory Listing**

YOUR INVESTMENT:

This Special Feature will be offered in:

Issue	Reserve	Ad Due
March/April	02/01/11	02/04/11
May/June	04/01/11	04/04/11

RATES:

Size	1 time	2 times
Full Page	\$1,500	\$1,000
Half Page	\$900	\$600
Third Page	\$600	\$400
Quarter Page	\$540	\$300
Eighth Page	\$325	\$188

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