

# KC Studio

2011/2012

Media Kit

kansas city's guide to the performing, visual and cinematic arts  
Advertising Rates



A Townsend Communicatons, Inc. Publication

[WWW.KCSTUDIO.ORG](http://WWW.KCSTUDIO.ORG)

# KC Studio

KC Studio is the magazine dedicated to arts, culture and leisure in the Kansas City metropolitan community. This is a collaborative effort with Kansas City Public Television, the Kauffman Center for the Performing Arts and KC Studio (Townsend Communications, Inc.)

KC Studio also features two unique special sections - a children's section that showcases the organizations focused on making our youth stars of the community and a comprehensive calendar of events that provides our readers with information ranging from local productions to touring company schedules, film festivals, First Fridays, studio openings and much more.

Readers can stay connected online with KC Studio's exclusive and expanded content including movie reviews, upcoming events and up-to-date information about Kansas City's art organizations.



## KAUFFMAN CENTER FOR THE PERFORMING ARTS

Each issue of KC Studio contains an update on the exciting construction progress at the Kauffman Center for the Performing Arts and programming developments. The Kauffman Center for the Performing Arts will be a Kansas City icon and focal point for the arts community and is a perfect partner for Townsend Communications, Inc.



• Kansas City Artist Peregrine Hoening on the cover of the September/October Issue. Bravo photos by Andrew Eccles  
 • Contributing Cartoonist Charles Barsotti  
 • Summer Sunrise Michael Molick



## KANSAS CITY PUBLIC TELEVISION MEMBERSHIP MAGAZINE

Kansas City Public Television educates and enriches our community with quality programming and services that entertain, challenge minds and contribute to a life of learning. Within KC Studio, you will find the newly revamped, larger programming grids that now include all of the newly developed digital KCPT channels. From daytime to primetime to the overnight schedules, you will find features on new programming coming soon as well as old favorites such as *Check, Please! KC* and *Rare Visions and Roadside Revelations*.

## TARGETED DEMOGRAPHIC

KC Studio reaches those who:

- Have a household income of \$200,000+
- Have liquid assets of \$150,000+
- Are strong supporters of arts and culture in Kansas City
- Utilize customer banking & finance, investing and stocks/bonds/securities
- Own high-end automobiles
- Shop high-end retailers
- Travel at least 3 times per year nationally
- Travel on average every 1-2 years internationally

Consequently, these affluent audiences of supporters are influential, highly educated professionals, well-traveled, informed, diverse and curious people who are intensely loyal to local arts. This target audience of supporters reaches children, families and empty nesters with tremendous purchasing power.

Bernstein-Rein and the 2006 Media Audit Survey of KCPT's membership subscriber demographic.

## TARGETED DISTRIBUTION

- The largest paid subscription magazine in Kansas City
- Direct mailed to 35,000 homes in the Kansas City metro area
- Available at various locations around the city
- Two month shelf life
- Reaching a lucrative demographic
- Additional circulation in appropriate venues
- All-inclusive arts programming

Kansas City's only all-inclusive arts culture and leisure guide highlighting the cinematic, performing & visual arts. KC Studio features the Kauffman Center for the Performing Arts and the KCPT Member Magazine. ☺

## KC Studio 2011 Dates & Deadlines

ISSUE	RESERVATION	AD DUE
January/February	11/30/10	12/02/10
March/April	02/01/11	02/04/11
May/June	04/01/11	04/04/11
July/August	06/01/11	06/03/11
September/October	08/01/11	08/03/11
November/December	09/30/11	10/04/11

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## Magazine Ad Sizes



Type	Size (width x height)
<b>Full Page</b>	Bleed: 8.625" x 11.0"
	Trim: 8.375" x 10.75"
	Live Area: 7.875" x 10.25"
<b>1/2 Page Horizontal</b>	7.5" x 4.875"
<b>1/3 Page Vertical</b>	2.4" x 10.0"
<b>1/3 Page Square</b>	4.875" x 4.875"
<b>1/4 Page</b>	3.65" x 4.875"
<b>1/8 Page</b>	3.65" x 2.375"

## Magazine Ad Rates

Size	Open	2x	4x	6x
<b>Full page</b>	\$1,800	\$1,725	\$1,650	\$1,500
<b>1/2 page</b>	\$1,080	\$1,035	\$990	\$900
<b>1/3 page</b>	\$720	\$690	\$660	\$600
<b>1/4 page</b>	\$650	\$620	\$595	\$540
<b>1/8 page</b>	\$390	\$375	\$355	\$325

### FILE SUBMISSIONS GUIDELINES:

Ads must be submitted in one of the following electronic formats:

- PDF - High-resolution, press ready
- EPS - All fonts outlines, 300 dpi and CMYK
- JPG - 300 dpi and CMYK
- TIF - 300 dpi and CMYK

KC Studio cannot accept ad files created in Microsoft Word, Publisher, Power Point or any other word processing program.

### CUSTOM AD CREATION:

The KC Studio team can help develop a unique creative strategy that will fit your identity and customer base. Ask your account representative or details.

### FILES CAN BE SUBMITTED VIA:

- CD/DVD
- E-mail (files must be smaller than 7mb)  
Send e-mail to alexm@townsendprint.com
- FTP Site: ftp.henrywurst.com  
User name: prepress  
Password: prepftp  
Make a folder with your business/organization name and place it, with your ad inside in the "Townsend" folder.  
Once completed, e-mail your account representative and let them know that the file has been uploaded.
- YouSendIt.com  
Username: alexm@townsendprint.com  
Password: Townsend1  
Send e-mail to alexm@townsendprint.com

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