

Magazine Ad Sizes



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Type	Size (width x height)
Two Page Spread	Bleed: 17.0" x 11.0" Trim: 16.75" x 10.75" Live Area: 16.25" x 10.25"
Full Page	Bleed: 8.625" x 11.0" Trim: 8.375" x 10.75" Live Area: 7.875" x 10.25"
2/3 Page	5.0" x 10.0"
1/2 Page Vertical	3.6665" x 10.0"
1/2 Page Horizontal	7.5" x 4.875"
1/3 Page Vertical	2.4" x 10.0"
1/3 Page Square	4.875" x 4.875"
1/4 Page	3.65" x 4.875"
1/8 Page	3.65" x 2.375"

Magazine Ad Rates

Size	Open	2x	4x	6x
Two page Spread	\$3,600	\$3,500	\$3,400	\$3,300
Full page	\$1,800	\$1,725	\$1,650	\$1,500
2/3 page	\$1,440	\$1,390	\$1,340	\$1,290
1/2 page	\$1,080	\$1,035	\$990	\$900
1/3 page	\$720	\$690	\$660	\$600
1/4 page	\$650	\$620	\$595	\$540
1/8 page	\$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 for details.

FILES CAN BE SUBMITTED VIA:

- CD/DVD
- E-mail (files must be smaller than 7mb)
Send e-mail to alexm@townsendkc.com
If the file is larger than 7mb, send email to alexmtownsend@gmail.com
- FTP Site: ftp.henrywurst.com
User name: prepress
Password: preftp
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

KC Studio

2012/2013
Media Kit

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



KC Studio



Kansas City's ONLY all-inclusive guide to the Arts, Culture and Leisure including the cinematic, performing & visual arts.

KC Studio features the Kauffman Center for the Performing Arts and includes the KCPT Membership Magazine.

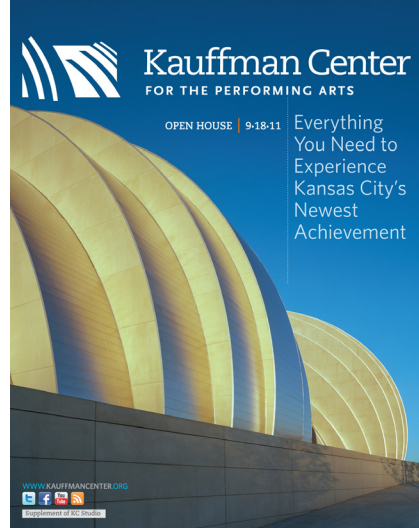
KC STUDIO MAGAZINE

KC Studio magazine is dedicated to the Arts, Culture and Leisure in the Kansas City metropolitan community. The publication is a partnership with Kansas City Public Television, the Kauffman Center for the Performing Arts and *KC Studio* (Townsend Communications, Inc.)

In every issue *KC Studio* features two special sections – a Children's Section showcasing how the Arts are transforming the lives of children in our community and the most comprehensive and unique Calendar of Events offered anywhere in Kansas City. We keep readers up to date on everything from film festivals, to special exhibits at First Fridays to the latest children's programs and activities related to the Arts. Readers can also stay connected online at www.KCStudio.org and catch expanded content, the latest movie reviews and updates about events at Kansas City's arts organizations.

THE KAUFFMAN CENTER FOR THE PERFORMING ARTS

Each issue of *KC Studio* contains an information about what's



happening at the Kauffman Center for Performing Arts. Offering diverse opportunities to experience the performing arts, the Kauffman Center is Kansas City's world-class venue for world-class entertainment.



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. From daytime to primetime to overnight schedules on the new digital channels, readers will find features about new programming coming soon as well as old favorites such as *Check, Please!*, *Antiques Road Show* and *Rare Visions and Roadside Revelations*.

TARGETED DEMOGRAPHIC

KC Studio reaches those who:

- Are intensely loyal supporters of the arts. This targeted audience is comprised of families, children, and empty-nesters with tremendous purchasing power.
- Have an average household incomes are \$84,000 per year.
- Have liquid assets of \$150,000 per year.
- Are parents of children who rate PBS kids programming the highest quality above all other children's television programming.
- Are opinion Leaders 92% more likely to influence others or make purchasing and management decisions.
- Are 35% more likely to be a member of a charitable organization.
- Are 42% more likely to be CEO's whose salary is over \$150,000 annually.
- Travel at least 3 times per year nationally.
- Shop high-end retailers.
- Use personal banking and finance services; investing in stocks, bonds & securities.

Sources: Media Audit, Adults 18+, May-June 2010 • Mediarmk Research Inc. 2010 Doublebase MRI • Media Audit, Ranker Reports & Composite Averages, 2010

TARGETED DISTRIBUTION

- The largest paid subscriber based magazine in the Kansas City Region
- Direct mailed to 35,000 homes in the Kansas City Metropolitan Area
- Readership of 75,000
- Available at over 150 key locations around the city
- Additional circulation at arts-related charitable events
- Kansas City's ONLY all-inclusive arts reporting



DEMOGRAPHIC BREAKDOWN

GENDER

Men	45.2%
Women	54.8%

AGE

Median Age	48
Children 2-12	23.1%
Adults 18-34	15.8%
Adults 35-49	19.5%
Adults 50-64	29.5%
Adults 64+	35.1%

EDUCATION

High School Graduate	23.4%
Some College	32.5%
College Graduate+	32.6%

HOUSEHOLD INCOME

Median Household Income*	\$84,000
<\$20,000 per year	21.7%
\$20,000-\$39,999	22.4%
\$40,000-\$59,999	16.6%
\$60,000-\$74,999	9.7%
\$75,000 +	29.6%

*Source: Nielson NPower Live +7Days 6a-6a 2010

**Source MediaMark Research, Inc. 2010 Doublebase MRI

KC Studio 2012 Dates & Deadlines

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