

FINE ARTS CAMPS FOR KIDS AND TEENS



KC Studio is Kansas City's ONLY all-inclusive arts magazine. The May/June 2012 and September/October 2012 issues will have a special feature promoting arts education and summer and fall programs Kansas City has to offer children and teens. 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 the most comprehensive guide to young people's fine arts activities in the region.

KC STUDIO READER AND KCPT VIEWER DEMOGRAPHICS*

- 65% of our readers have college educations*
- 23.1% of viewers are children age 2-11 *
- PBS Kids programming is the highest rated among parents *
- PBS Kids is the #1 Educational Media Brand*
- Median Household income is \$84,000*
- Are 42% more likely to be CEOs with annual salary of \$150,000+*

READERSHIP & DISTRIBUTION:

- 70,000+ Readership
- Largest paid subscriber magazine in Kansas City with 35,000 subscribers

BENEFITS:

- Free mention in our Fine Art camps for Kids and Teens Feature editorial
- Link to your website on www.kcstudio.org
- Full color – no charge
- Free Directory Listing

SPACE RESERVATION & COPY DEADLINES

This Special Feature will be offered in:

- May/June 2012
Reservation By: 04/01/12 | Ad Due: 04/04/12
- September/October 2012
Reservation By: 08/01/12 | Ad Due: 08/05/12

RATES:

| Size | 1 time | 2 times |
|--------------|---------|---------|
| Full Page | \$1,725 | \$1,650 |
| Half Page | \$1,035 | \$990 |
| Third Page | \$690 | \$660 |
| Quarter Page | \$620 | \$595 |
| Eighth Page | \$375 | \$355 |

*Sources: The Media Audit, MO/KS May-Jun 2010 • ORC Caravan, March 2011 • Nielsen NPower, 2010
Mediamark Research Inc, 2010 Doublebase

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