

SUMMER FUN GUIDE 2012



Kansas City families and grandparents are looking for interesting, educational and fun activities for their kids during the summer. They start planning for those activities and vacation fun with grandparents in the spring.

Through the *KC Studio 2012 Summer Fun Guide* in our March/April 2012 issue, your organization will reach these Kansas City families who involve their kids in high-quality arts and educational opportunities. Our editorial will feature content about the valuable experiences children gain from involvement with the Arts and your organization.

BENEFITS:

- Reach 70,000+ readers
- Reach 35,000 paid subscribers, largest subscriber based magazine in Kansas City
- Reach parents who value PBS Children's programming above all available programming on television*
- Reach families in time for summer planning
- Reach families with a median income of \$84,000 per year**
- Ad will include your own editorial description of your business/organization
- Receive full-color complimentary with ad
- Receive complimentary web link to your website
- Featured in online version of KC Studio
- Complimentary design service available

RATES AND DIMENSIONS

- Ad Dimensions: 5" wide x 2.4" high
- Ad Word Count: 125 words
- Rate: \$400 per listing

SPACE RESERVATION/MATERIALS DUE

March/April 2012
 Space reservation: 02/01/12 | Ad materials due: 02/08/12

For more information contact:

Holly Swyden
 Senior Account Executive
 (816) 361-0616, ext. 3057
 hollys@townsendprint.com

Jo Dee Berger
 Account Executive
 (816) 361-0616, ext. 3016
 jodeeb@townsendprint.com

* Source: Harris Interactive Market Research 2006
 ** Source: Mediamark Research Inc, 2010 Doublebase MRI.