KC STUDIO is the Heartland’s leading journal of the visual, performing, cinematic and literary arts. The publication is mailed bimonthly and is notably the largest opt-in circulation magazine reaching the regions’ top arts patrons and donors.

KC STUDIO is published by The Arts Engagement Foundation of Kansas City, a 501(c)(3) philanthropic organization dedicated to promote engagement and increase participation in the arts in Kansas City.

KC STUDIO is published seven times annually. 12,000 copies are mailed to subscribers who have requested to receive the magazine.

KC Studio is published by The Arts Engagement Foundation of Kansas City, a 501(c)(3) philanthropic organization. Your organization’s advertising may be tax-deductible, or you may be able to fund advertising by using grant or foundation money.

Celebrating 15 Years Stimulating Audience Development And Support For The Arts!

KC Studio celebrates our 15th Anniversary in 2023 and coverage of more than 11,000+ artists, organizations, galleries, and museums since 2008!

In the past year, KC Studio has also worked to develop a robust online presence through our regular online reviews. In a 12-month span, we’ve covered 25 visual art exhibitions and 65 theater, dance, and music performances. In 2021 - 2022, KC Studio covered 795 artists, organizations, galleries, and museums as well as literary and cinematic endeavors.

ON THE COVER:
Kansas City musician Amber “Flutienastiness” Underwood
For styling credits, see “Honors,” page 34.
You know our flagship magazine featuring informed authoritative coverage of the best art, dance, music, theater, film and literature in Kansas City.

...but that’s not all!

KC Studio has a robust presence: social media, online art reviews, newsletters, event calendar, and a partnership with Google Arts & Culture featuring over 150 images in an ongoing virtual exhibition.

...And now

**KC DIGITAL STUDIO!**
Local Digital Marketing, Simplified. Specializing in Digital Solutions for the Arts.

Our deeply rooted local relationships and expertise give you access to the best marketing practices across the Midwest region. We partner with you to provide end-to-end service from our digital marketing experts using proven best practices. We'll simplify local marketing and allow you to focus on your business.

OUR APPROACH/ONE PARTNER
As local marketing becomes more complex, KC Digital Studio empowers businesses with local marketing solutions based on data and insights from 125 million readers from our affiliates at Gannett and USA Today.

Almost two-thirds of marketers are prioritizing vendor reduction, as 8 in 10 agree the digital media landscape has become too complex. With KC Digital Studio we are excited to share a complete set of local marketing services, so we can be your one trusted partner.

SOLUTIONS
BUILD YOUR PRESENCE
• Social Media Marketing

DRIVE AWARENESS & LEADS
• Programmatic Display
• Geofencing
• Sponsored Posts
• Blogs
• Email Newsletters
• Paid Email Marketing
• Connected TV
• YouTube

GROW YOUR AUDIENCE & CONNECT
• Branded Content
• Contests & Promotions

KNOW WHAT WORKS
• Tracking Technology
2021 Survey Results

343 RESPONSES (43 UNDER AGE OF 45)

12,846 IN DATABASE

2.7% RESPONSE
Our Readers are Largely Homeowners Across The Region

Results from Reader Survey Dec. 2021 343 respondents
Kansas City metropolitan area
92% of Our Readers Rank us as High or Very High Quality

How would you rate the quality of KC Studio magazine?

- Very High Quality
- High Quality
- Neither high nor low
- Low Quality

Results from Reader Survey Dec. 2021 343 respondents
Where Do Our Readers Turn to Find Cultural Arts Information

How often readers refer to these publications for cultural arts information

KC Studio
NY Times
The Star
The Pitch
KC Magazine
InKC Magazine
The Independent

Results from Reader Survey Dec. 2021 343 respondents
What publications do you go to for Cultural Arts Information?

<table>
<thead>
<tr>
<th>Publication</th>
<th>I Never Refer</th>
<th>I Hardly Ever Refer</th>
<th>I Refer To From Time To Time</th>
<th>I Frequently Refer</th>
<th>I Routinely Refer</th>
<th>Total</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>KC Studio</td>
<td>2.42%</td>
<td>4.24%</td>
<td>30.00%</td>
<td>30.30%</td>
<td>33.03%</td>
<td>330</td>
<td>3.87</td>
</tr>
<tr>
<td>The Kansas City Star</td>
<td>27.80%</td>
<td>21.41%</td>
<td>18.85%</td>
<td>14.06%</td>
<td>17.89%</td>
<td>313</td>
<td>2.73</td>
</tr>
<tr>
<td>IN Kansas City Magazine</td>
<td>52.53%</td>
<td>14.48%</td>
<td>15.49%</td>
<td>11.45%</td>
<td>6.60%</td>
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<td>2.04</td>
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<tr>
<td>Kansas City Magazine</td>
<td>48.11%</td>
<td>17.53%</td>
<td>19.24%</td>
<td>9.62%</td>
<td>5.50%</td>
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<tr>
<td>The Pitch</td>
<td>29.33%</td>
<td>23.00%</td>
<td>28.00%</td>
<td>12.33%</td>
<td>7.33%</td>
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<tr>
<td>The Independent</td>
<td>65.75%</td>
<td>18.84%</td>
<td>9.25%</td>
<td>3.08%</td>
<td>3.08%</td>
<td>292</td>
<td>1.89</td>
</tr>
<tr>
<td>The New York Times</td>
<td>32.05%</td>
<td>10.26%</td>
<td>16.59%</td>
<td>16.99%</td>
<td>22.12%</td>
<td>312</td>
<td>2.87</td>
</tr>
</tbody>
</table>
What publications do you go to for Cultural Arts Information?

<table>
<thead>
<tr>
<th>Publication</th>
<th>I Never Refer to This Publication</th>
<th>I Hardly Ever Refer to This Publication</th>
<th>I Refer to This Publication From Time to Time</th>
<th>I Frequently Refer to This Publication</th>
<th>I Routinely Refer to This Publication</th>
<th>Total</th>
<th>Weighted Average</th>
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</thead>
<tbody>
<tr>
<td>KC Studio</td>
<td>2.33%</td>
<td>9.30%</td>
<td>41.86%</td>
<td>30.23%</td>
<td>16.28%</td>
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<tr>
<td>The Kansas City Star</td>
<td>30.23%</td>
<td>32.56%</td>
<td>25.58%</td>
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<td>52.38%</td>
<td>26.19%</td>
<td>9.52%</td>
<td>11.90%</td>
<td>0.00%</td>
<td>42</td>
<td>1.81</td>
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<tr>
<td>Kansas City Magazine</td>
<td>57.34%</td>
<td>19.08%</td>
<td>11.90%</td>
<td>9.52%</td>
<td>2.38%</td>
<td>42</td>
<td>1.81</td>
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<tr>
<td>The Pitch</td>
<td>16.28%</td>
<td>18.60%</td>
<td>37.21%</td>
<td>20.93%</td>
<td>6.98%</td>
<td>43</td>
<td>2.84</td>
</tr>
<tr>
<td>The Independent</td>
<td>79.07%</td>
<td>11.63%</td>
<td>6.98%</td>
<td>2.33%</td>
<td>0.00%</td>
<td>43</td>
<td>1.33</td>
</tr>
<tr>
<td>The New York Times</td>
<td>30.93%</td>
<td>16.87%</td>
<td>19.05%</td>
<td>21.43%</td>
<td>11.90%</td>
<td>42</td>
<td>2.67</td>
</tr>
</tbody>
</table>
Survey to Total Respondents

Do you use KC Studio to make decisions about specific arts activities?

- Yes: 71.59%, 244 responses
- No: 28.41%, 27 responses
- Total: 341 responses

71% do make decisions

Survey to Under 45 Year Old Respondents

Do you use KC Studio to make decisions about specific arts activities?

- Yes: 64.29%, 27 responses
- No: 35.71%, 12 responses
- Total: 40 responses

64% do make decisions
What websites do you visit for a calendar of cultural arts events?

- Google
- kcstudio.org
- Facebook Events
- artskc.org
- thepitchkc.com
- kansasity.com
- Visitkc.com
- artskcgo.com
- kansascitymag.com
- inkansascity.com
- kcindependent.com

Results from Reader Survey Dec. 2021 350 respondents
Google and KCSTUDIO.ORG
Are where our readers go for
Calendar of events
More than 50% of our readers attend the local Art Festivals – especially The Plaza (79%), Brookside (65%) & The Westport Art Festival (51%)

More than 50% of our readers attend the local Art Festivals – especially The Plaza (79%), Brookside (51%) & The Westport Art Festival (53%)
Digital Assets – kcstudio.org

Social Media Follows
November 2022:

Facebook 7,800 +

Instagram 3,000 +

Twitter 8,700 +

LinkedIn 630 +
Digital Assets – Social Media Package

Twitter

Facebook

Weekly E-Newsletter

Blogs
# DIGITAL PACKAGES

## RATES & SPECS

All components of this self-contained program are managed through KC Studio to be completely integrated for maximum impact. This is a turn-key operation allowing you full control of content while setting yourself free of the production and coordination aspects.

<table>
<thead>
<tr>
<th>STANDARD PROGRAM</th>
<th>BASIC PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Blog Postings</td>
<td>2 Blog Postings</td>
</tr>
<tr>
<td>18 tweets</td>
<td>8 tweets</td>
</tr>
<tr>
<td>8 Facebook posts</td>
<td>4 Facebook posts</td>
</tr>
<tr>
<td>2 E-Newsletter spots</td>
<td>1 E-Newsletter spot</td>
</tr>
</tbody>
</table>

$750 total  
$450 total

## SPECS:

**Twitter**
- 280 character limit (includes spaces, hashtags, mentions and urls).
- Include any hashtags or mentions as needed. If you have a Twitter handle (e.g. @kcstudiomag), we recommend including it.
- Include shortened links if you can to conserve space.
- Minimum image size 440x220, maximum 1024x512.

**Facebook**
- 500 character limit. 150 characters is best for mobile view.
- URL for promotion, event, company website, etc. (optional, but recommended)
- Recommend image size is 1200x630, minimum width 470px.

**Blog Postings**
- Headline should be 10 words or less and include name of organization, event, exhibition, etc.
- Blog articles should ideally be 300 words or more. Minimum 150 words.
- Optional 15-25 word excerpt and/or SEO description, including name of organization, event, etc.
- All posts must include a minimum of one featured image. Minimum dimensions: 1020 pixels on either side. Maximum file size: 400kb. JPG format is preferred.
- Square compositions are best for thumbnail purposes, but landscape or portrait can be used, if the image can be cropped down to square without losing details (centered compositions are best).
Digital Assets – E-mail Newsletters

8,200+ Opt-in E-Newsletter Subscribers

Dedicated Ad Units
On Themed Weekly or Quarterly Newsletters

Dedicated Landing Pages
on kcstudio.org for Themed Newsletters

View Top 10 Things To Do This Fall from August 30

View Top 10 Things To Do This Fall Landing Page
8,200+ Opt-in E-Newsletter Subscribers

Dedicated Ad Units
On Themed Weekly or Quarterly Newsletters

Dedicated Landing Pages
on kcstudio.org for Themed Newsletters
KC Studio is the region’s source for museums and galleries. Reach art collectors and enthusiasts with listings in KC Studio Magazine, the interactive map at kcstudio.org/gallery-guide, social media and newsletters.

| OPTION A | Museum/Gallery name, address, phone and website |
| OPTION B | Museum/Gallery name, address, phone, website, high-resolution image and 25-word description |
| OPTION C | Museum/Gallery name, address, phone, website, high-resolution image and 75-word description |

78% of surveyed KC Studio readers attend art gallery openings annually.

67% use KC Studio to make decisions about specific arts activities.
FREE LISTING: Name, brief description, address and phone number

ENHANCED LISTING: Photos, videos and links to website and social channels

SOCIAL PACKAGE: 2 blog posts, 8 tweets and 4 Facebook posts (over 2-month period)

NEWSLETTER: 1 promotional space annually, headline, 50-75 words and link to website

---

<table>
<thead>
<tr>
<th>ANNUAL OPTIONS</th>
<th>PRINT AND MAP LISTING</th>
<th>PRINT AND ENHANCED MAP</th>
<th>PRINT, ENHANCED MAP AND SOCIAL</th>
<th>PRINT, ENHANCED MAP, SOCIAL &amp; NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$510</td>
<td>$525</td>
<td>$775</td>
<td>$975</td>
</tr>
<tr>
<td>B</td>
<td>$600</td>
<td>$650</td>
<td>$900</td>
<td>$1,100</td>
</tr>
<tr>
<td>C</td>
<td>$780</td>
<td>$825</td>
<td>$1,075</td>
<td>$1,275</td>
</tr>
</tbody>
</table>
The Kansas City region is home to dozens of world-class museums and galleries. Plan your visit using our Gallery Guide map. Simply click on an icon for information about the museum or gallery, including description, address and phone number. Or click the menu button on the top-left for a list of galleries and museums.

Note: All galleries and museums receive a free digital map listing
The Nelson-Atkins Museum of Art
4525 Oak Street, Kansas City, Mo.
(816) 751-1ART
nelson-atkins.org


"American Art Deco: Designing for the People," 1918-1939 traces the trajectory of the Art Deco design movement, which unfolded during a time when populations in the developed world enjoyed modern innovations such as automobiles, electric lighting and radio. Buildings got taller, skirts got shorter, and jazz got hotter. Experience modernity, glamour and exuberance, while exploring the socio-economic impact of these advancements in this visually stunning exhibition at The Nelson-Atkins Museum of Art, on view through Jan. 8, 2023.

September/October 2022

Digital Gallery Guide Listing: Includes photos and links to social channels.
Current listing on the digital gallery guide.

All galleries and museums receive a free digital map listing.
970 X 90 EXCLUSIVE LEADERBOARD POSITION

The Digital Edition is one of KC Studio's most popular destinations on the website.

$250/MONTH OR $2,750 FOR AN ANNUAL COMMITMENT
INSIDE BACK COVER IS OPEN!

All the lots at the Hills of Leawood have sold!

This Premium Cover Position is open for a 7-issue commitment.

7 Issues at $1,800.00 each

Total Investment: $12,600.00
Explore Lawrence
November/December 2022

The Volland Store: URBANE EXPANSION OF THE FIELD

SPECIAL SPONSORED SECTION SPREADS
Custom Publications

Let us write, produce, design, sell and even distribute a custom publication to celebrate your grand opening, anniversary, special event, remodeling or as a special gift to give to subscribers and/or donors.
**KC STUDIO AD RATES, DATES & SPECS**

### NET RATES

<table>
<thead>
<tr>
<th>INSERTION</th>
<th>OPEN</th>
<th>NONPROFIT</th>
<th>4X</th>
<th>6X</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,600</td>
<td>$3,500</td>
<td>$3,400</td>
<td>$3,300</td>
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<tr>
<td>Full Page</td>
<td>$1,800</td>
<td>$1,725</td>
<td>$1,650</td>
<td>$1,600</td>
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<tr>
<td>2/3 Page</td>
<td>$1,440</td>
<td>$1,390</td>
<td>$1,340</td>
<td>$1,290</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>$1,080</td>
<td>$1,035</td>
<td>$990</td>
<td>$900</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$720</td>
<td>$690</td>
<td>$660</td>
<td>$600</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$850</td>
<td>$820</td>
<td>$595</td>
<td>$540</td>
</tr>
</tbody>
</table>

*Note: 20% increase for premium placement*

### 2023 PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD DEADLINE</th>
<th>PUBLISH DATE</th>
</tr>
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<tbody>
<tr>
<td>January/February</td>
<td>November 28, 2022</td>
<td>January 2</td>
</tr>
<tr>
<td>March/April</td>
<td>February 3, 2023</td>
<td>March 1</td>
</tr>
<tr>
<td>May/June</td>
<td>April 3, 2023</td>
<td>May 1</td>
</tr>
<tr>
<td>July/August</td>
<td>June 2, 2023</td>
<td>July 1</td>
</tr>
<tr>
<td>September/October</td>
<td>August 2, 2023</td>
<td>September 1</td>
</tr>
<tr>
<td>November/December</td>
<td>Sept 29, 2023</td>
<td>November 1</td>
</tr>
<tr>
<td>Holiday</td>
<td>October 20, 2023</td>
<td>November 15</td>
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### PRINT ADVERTISING SPECIFICATIONS

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<td>Trim: 8.375&quot; x 10.75&quot;</td>
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<tr>
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<td>Live Area: 7.875&quot; x 10.25&quot;</td>
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</tbody>
</table>

### FILE FORMAT AND DELIVERY

**ACCEPTABLE FILE FORMATS:** PDF, TIFF or JPEG

**FILE IMAGE RESOLUTION:** 300 dpi reproduced at 100%

**FILE DELIVERY:** Please email materials to your account executive:

Jennifer DeLuca  jenniferd@kcstudio.org
Sally Milgram  sallym@kcstudio.org
Carrie Shoptaw  carries@kcstudio.org
<table>
<thead>
<tr>
<th>Publication</th>
<th>Advertising Focus</th>
<th>Description</th>
<th>Space Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Renew Refresh Renovate</td>
<td>A new year brings new opportunities to renew, refresh and even renovate our lives. Whether it’s spaces at home or a body and mind makeover, this issue will feature a special section that celebrates artful, intentional new beginnings.</td>
<td>December 1, 2022</td>
</tr>
<tr>
<td>March/April</td>
<td>Art of Life</td>
<td>This bi-annual section provides Kansas City-inspired content on the arts, culture, health and travel aimed at those aged 50 and older.</td>
<td>February 3, 2023</td>
</tr>
<tr>
<td>March/April</td>
<td>Summer Day Camps/ Summer Fun</td>
<td>This annual section highlights kid and family-friendly spring and summer activities, events and fine arts camps offered by Kansas City’s arts organizations.</td>
<td>February 3, 2023</td>
</tr>
<tr>
<td>May/June</td>
<td>Staycations and Roadtrips</td>
<td>This annual section features local and nearby attractions and events for readers to consider while making their summer plans.</td>
<td>March 31, 2023</td>
</tr>
<tr>
<td>July/August</td>
<td>Art of Life</td>
<td>This bi-annual section provides Kansas City-inspired content on the arts, culture, health and travel aimed at those aged 50 and older.</td>
<td>June 1, 2023</td>
</tr>
<tr>
<td>September/October</td>
<td>Fall Arts Premiere</td>
<td>This issue focuses on the fall cultural arts events.</td>
<td>August 1, 2023</td>
</tr>
<tr>
<td>November/December</td>
<td>none</td>
<td></td>
<td>September 29, 2023</td>
</tr>
<tr>
<td>Holiday Special Issue</td>
<td>Holiday theme</td>
<td>This annual issue features holiday events, activities and gift ideas.</td>
<td>October 20, 2023</td>
</tr>
</tbody>
</table>

Contact your account executive to find out how you can be part of these excellent sections!
Thank You

JENNIFER DE LUCA
SENIOR ACCOUNT EXECUTIVE
(816) 384-1230
JENNIFERD@KCSTUDIO.ORG