

The INDEPENDENT

ESTABLISHED 1899 | KANSAS CITY'S JOURNAL OF SOCIETY | WWW.KCINDEPENDENT.COM

2018

Established in 1899, *The Independent* is Kansas City's longest-running magazine. Unique in its field, it is the only publication to focus primarily on the cultural, philanthropic and social aspects of Our Town. Paid subscriptions to *The Independent* carry it primarily to the Kansas City area and across the country to subscribers who count on the magazine to keep up-to-date on all the happenings in Our Town. Copies of the publication are also available at various newsstands, retail establishments and hotels throughout the city.

HISTORY

The Independent was established in 1899 by George Creel, who became a nationally known writer, and Arthur Grissom, founder of Smart Set magazine in New York. Initially, *The Independent* had a strong political flavor, reflecting Mr. Creel's opposition to the turn-of-the-century faction led by James Pendergast. Politics discreetly dropped from the Magazine's pages in 1909 under the new ownership of Katherine Baxter and Clara E. Kellogg of Kellogg-Baxter Printing Company. Mrs. Gleed Gaylord, the former Martha Nichols, acquired the journal in 1939, becoming owner, publisher and editor, as well as president of Creel Publishing Company. She had worked on the editorial staff of the Magazine under Katherine Baxter and Clara E. Kellogg for a decade prior to acquiring it. Mrs. Gaylord sold *The Independent* to Robert P. Ingram in 1983, and Laureen Ingram, Mr. Ingram's daughter-in-law, purchased the Magazine from him in 1996. The current publisher, Rachel Lewis Falcon, acquired the Magazine in 2017.

Since its inception the Magazine's editors have been: Arthur Grissom, 1899-1901; George Creel, 1899-1901; Katherine Baxter and Clara E. Kellogg, 1909-1924; Clyde Elaine Robinson, 1924-1927; Clara E. Kellogg, 1927-1940; Mrs. Gleed Gaylord, 1940-1975; Patricia Patzer, 1974-1990; Georganne Hall, 1990-1998; Anne Potter Russ, 2005-2008; and Ann Slegman, 2008-2012. In 2012, Nancy Sachse was named editor.

In 2008, Laureen Ingram named Mark Haas to the position of associate publisher. He was associate publisher until 2012 when Jenny Owens Hughes was also named to the position.

The Independent is the journal of society serving Kansas City and the surrounding area. It is unique in its field, as it is one of a very few glossy-paper publications in the nation presenting an editorial and pictorial content which focuses on the culture, philanthropic and social events of Kansas City. In its more than 118 years of publication, *The Independent* has missed only one issue – in 1947 when the journal was beset by a typographers' union strike.

FACTS

- *The Independent* is mailed to paid subscribers every other Saturday and is available at select newsstands.
- The subscription renewal rate for 2017 was 90 percent, with 56 percent of the circulation in Johnson County, Kansas, and 34 percent in Jackson County, Missouri.
- We publish 26 issues per year and Kansas City's only annual *Charitable Events Calendar*.
- *The Independent* also produces the major performing arts playbills for Starlight Theatre, Kansas City Ballet, Lyric Opera, and Kansas City Repertory Theatre.
- Pass-along readership of *The Independent* is substantial because it is frequently read by other household members, extended family, friends, and routed through executive staffs of the most prominent and civically-active corporations. Reaching more than 27,000 readers, copies of *The Independent* can be found in the offices of physicians, dentists and attorneys because a large number of our subscribers are professionals.

DEMOGRAPHICS

- \$342,163 average household income
- More than 45 percent of our subscribers have renewed for 10 years or more
- 46 percent are between the ages of 18 and 54; 54 percent are more than 55 years old



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PUBLICATION DATES & ADVERTISING DEADLINES

Due to our timely coverage of social and philanthropic events, editorial content of each issue is unique in nature. We do offer definitive dates for our Signature Issues, which highlight expanded editorial coverage and have above average distribution. Are you wanting your ad in an issue with specific editorial coverage? Your account executive can provide you with more detailed information on specific editorial features for future issues. Signature Issues are denoted below.

ISSUE DATES	Space Reservations	Ad Deadline	Signature Issues/Editorial Content/Extra Distribution
January 6	December 15	December 20	
January 20	December 29	January 3	
February 3	January 12	January 17	Bravo! by Paul Horsley - Best of Spring 2018
February 17	January 26	January 31	Top Ten Events of 2017/2018 Class of Rising Stars
March 3	February 9	February 14	
March 17	February 23	February 28	
March 31	March 9	March 14	
April 14	March 23	March 28	
April 28	April 6	April 11	The Paw Print Issue
May 12	April 20	April 25	
May 26	May 4	May 9	Bravo! by Paul Horsley - Best of Summer 2018
June 9	May 18	May 23	The Lyric Opera Ball
June 23	June 1	June 6	Tie The Knot 2018 Bridal Issue
July 7	June 15	June 20	
July 21	June 29	July 3	The Jewel Ball Issue
August 4	July 13	July 18	Bravo! by Paul Horsley - Best of Fall 2018
August 18	July 27	August 1	
September 1	August 10	August 15	The Summer Celebrations Issue
September 15	August 24	August 29	
September 29	September 7	September 12	Directors of Philanthropy Issue
October 13	September 21	September 26	
October 27	October 5	October 10	The Symphony Ball
November 10	October 19	October 24	
November 24	November 2	November 7	The BOTAR Ball Issue
December 8	November 16	November 21	
December 15	November 23	November 28	2019 Charitable Events Calendar

The Independent - Keeping Our Town In the Know for more than 117 years!
 Unique Editorial Content found **only** in *The Independent*:

BRAVO by Paul Horsley • Tails Of Our Town • Spotlight On Centurions • Art Insider by Julián Zugazagotia
 Off To College • Remember When • In The Spotlight • Cheers To Volunteers!

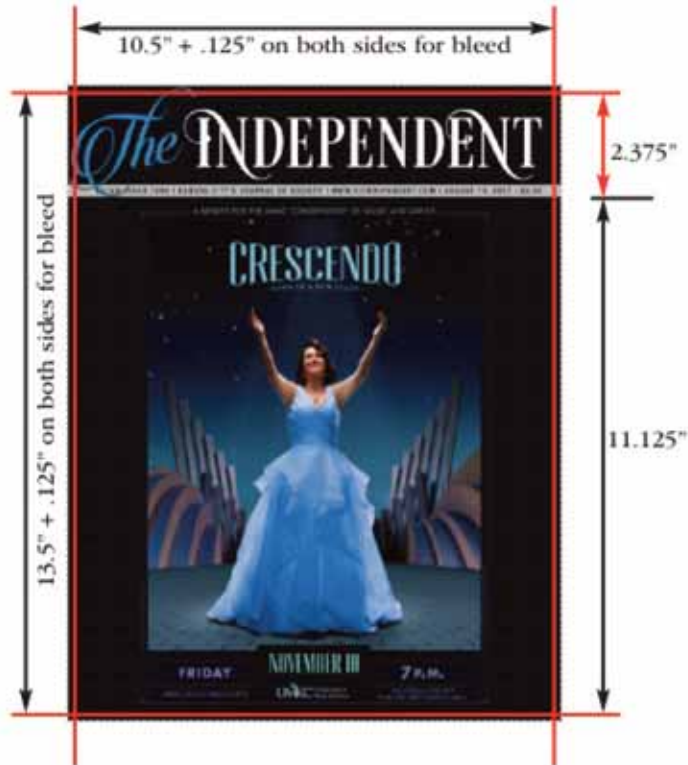
*Dates as of April 2018 - subject to change

2400 West 75th Street, Suite 120 • Prairie Village, KS 66208 • Phone: 816.471.2800    

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FRONT COVER SPECIFICATIONS

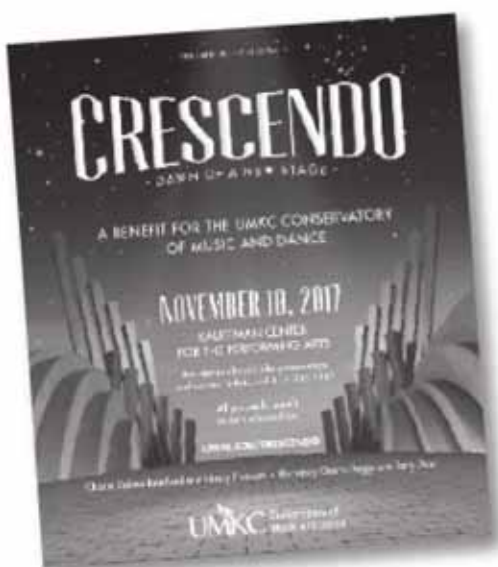
DIMENSIONS

Art must allow 2.375" from top of page trim for *The Independent* flag and tagline. Flag and tagline will lay over the top of the continuous art provided by the Advertiser.

10.5" wide x 13.5" high is publication trim size.

**Allow .125" bleed on all sides of ad.
Final FILE SUBMISSION with bleed
dimension: 10.75" wide x 13.75" tall.**

- Collage images not accepted.
- Submit by USB, e-mail (files 25mb or smaller) or Hightail or Dropbox.
- Final ad formats accepted: prefer print ready PDF (X1A PDF), EPS, TIFF, or JPG.
- All Images must be CMYK and a minimum of 300 dpi, all fonts must be embedded or converted to outlines.
- **Front Cover contracts are noncancelable.**



ON THE COVER

Advertiser receives an additional black and white ad space – "On The Cover." A detailed description of merchandise, people or event highlights is appropriate for this section. Actual size is 4.5" wide x 5.25" high. Color upgrade available at an additional charge.

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BACK COVER SPECIFICATIONS

← 10.5" + .125" on both sides for bleed →

↑ 13.5" + .125" on both sides for bleed ↓

5.375" wide x 2.875" tall

SUZY GOLDSTEIN & ERICH GOLDSTEIN
(913)345-3077
www.GOLDSTEINTEAM.com

HOMES WE LOVE 2017

BOYSE
4 Bedrooms • 2.5 Baths • 1.5 Car Garage
\$779,999
www.291.391.2204.com

THE VILLAGE OF LOCH LLOYD
4 Bedrooms • 2.5 Baths • 3 Car Garage
\$1,475,000
www.18310TurnberrySt.com

LOCH LLOYD - FIRST AD
4 Bedrooms • 2.5 Baths • 3 Car Garage
\$699,000
www.18310TurnberrySt.com

Better Homes KANSAS CITY HOMES

**5.375" X 2.875"
MUST BE CLEAR
OF ANY TEXT.**

**It can have the same
continuous background
as the rest of the ad.**

**THIS SPACE IS FOR
THE POST OFFICE
MAILING LABEL.**

DIMENSIONS

10.5" wide x 13.5" high is publication trim size.

Allow .125" bleed on all sides of ad.

Final FILE SUBMISSION with bleed dimension: 10.75" wide x 13.75" tall.

- Submit by USB, e-mail (files 25mb or smaller) Hightail or Dropbox.
- Final ad formats accepted: prefer print ready PDF (X1A PDF), EPS, TIFF, or JPG.
- All Images must be CMYK and a minimum of 300 dpi, all fonts must be embedded or converted to outlines.

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2-PAGE SPREAD SPECIFICATIONS

SINGLE PAGE: 10.5" w x 13.5" h • SPREAD TRIM: 21" w x 13.5" h
Keep all copy .25" inside the 10.5" w x 13.5" h area of the actual page.
SPREAD BLEED: 21.25" w x 13.75" h



SUBMIT:

- Print Ready CMYK PDF file with 4/C BLACK:
- 100% black + 30% Cyan

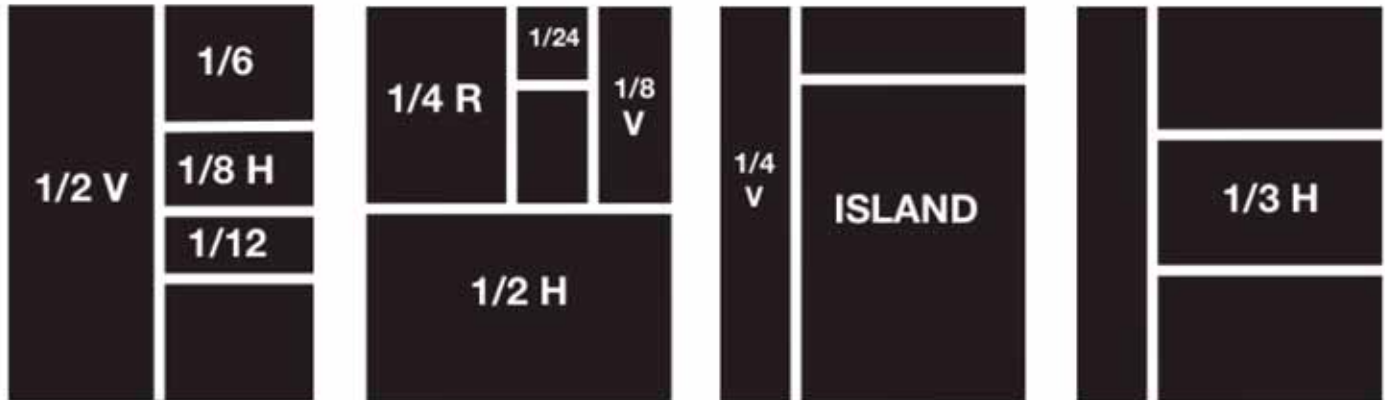
PDF can be submitted as 2 single pages 10.5" w x 13.5" h + bleed or as a spread 21" x 13.5" + bleed.

IMPORTANT NOTE: THIS IS NOT A TRUE SPREAD -

Elements can be continuous in the background of the spread but be aware when placing crucial text, pictures or graphics that they should not be bridged in the center.



AD SIZE REFERENCE GUIDE



PUBLICATION TRIM SIZE IS: 10.5 inches wide by 13.5 inches tall

Full	9.25" x 12"	1/3 H	6.875" x 3.875"	1/8 H	4.5" x 2.875"
Full (BLEED)	10.75" x 13.75"	1/4 R	4.5" x 5.875"	1/8 V	2.125" x 5.875"
Island	6.875" x 9.875"	1/4 V	2.125" x 12"	1/12	4.5" x 1.875"
1/2 H	9.25" x 5.875"	1/6	4.5" x 3.875"	1/24	2.125" x 1.875"
1/2 V	4.5" x 12.25"				

AD SPECIFICATIONS

- Materials requiring production that are received after the deadline incur a \$75 late fee.
- Customer may receive up to (3) proofs at no charge (additional proofs are \$100 per occurrence).

Ads cancelled after the deadline will be billed at 100 percent. Rates and deadlines are subject to change without notice. The Independent reserves the right to refuse to publish any advertisement. Advertisements created by the staff of The Independent are the property of the publication. Use of these ad materials in other publications or as marketing materials is prohibited without consent of the publisher and a preparation fee applies.

Ads must be submitted by **USB, e-mail** (25mb or smaller) or **Hightail** or **Dropbox**.

Ads should be submitted as an **X1A PDF**.

Other **Final Formats** accepted are EPS, TIFF, or JPG. Files need to be built to exact dimensions, fonts embedded and must be CMYK format with a minimum of 300 dpi for all graphics and images.

We also accept Adobe Photoshop, Adobe Illustrator and QuarkXpress **files**. Please include all fonts and CMYK images.

Any files that need to be resized, converted, adjusted, or altered by our art department will lose any camera-ready discounts, and will be charged a production fee of \$100 an hour with a minimum charge of \$100.