

The INDEPENDENT

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

2022

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.

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

FACTS

- *The Independent* is mailed to paid subscribers every other Saturday and is available at select newsstands.
- The subscription renewal rate for 2020 was 85 percent, with 53 percent of the circulation in Johnson County, Kansas, and 37 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. Copies of *The Independent* can be found in the offices of physicians, dentists and attorneys because a large number of our subscribers are professionals.

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 122 years of publication, *The Independent* has missed only two issues – in 1947 when the journal was beset by a typographers' union strike, and in 2020 due to the COVID-19 pandemic.



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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 Deadlines	Signature Issues/Editorial Content/Extra Distribution
January 8	December 17	December 22	
January 22	December 29	January 5	The 2021 Jewel Ball Issue
February 5	January 14	January 19	Backstage And Beyond by Paul Horsley - Best of Spring 2022
February 19	January 28	February 2	The Top Ten Events of 2021 - 2022 Class of Rising Stars
March 5	February 11	February 16	
March 19	February 25	March 2	Trailblazers: Kansas City Women
April 2	March 11	March 16	
April 16	March 25	March 30	The Paw Print Issue
April 30	April 8	April 13	
May 14	April 22	April 27	
May 28	May 6	May 11	
June 11	May 20	May 25	
June 25	June 3	June 8	
July 9	June 10	June 15	Tie The Knot Bridal Issue
July 23	July 1	July 6	
August 6	July 15	July 20	The 2022 Jewel Ball Issue
August 20	July 29	August 3	Backstage And Beyond by Paul Horsley - Best of Fall 2022
September 3	August 12	August 17	The Summer Celebrations Issue
September 17	August 26	August 31	
October 1	September 9	September 14	Directors of Philanthropy Issue
October 15	September 23	September 28	
October 29	October 7	October 12	
November 12	October 21	October 26	Give KC: National Philanthropy Day and Giving Tuesday
November 26	November 4	November 9	The BOTAR Ball Issue
December 10	November 18	November 23	Winter Wish List
December 17	November 25	November 30	2023 Charitable Events Calendar

The Independent - Keeping Our Town In the Know for more than 122 years! Unique Editorial Content found **only** in *The Independent*:

- Backstage And Beyond by Paul Horsley • Toast To Olde Tymes • Culinary Curiosity • Art Scene
- Philanthropy Matters • Art Insider by Julián Zugazagotia • OurTown by Charlie Podrebarac • Off To College
- Remember When • In The Spotlight • Cheers To Volunteers!

*Dates as of JUNE 2021- subject to change

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



06.2021

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FRONT COVER SPECIFICATIONS

DIMENSIONS

Art must allow 2.083" 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.

9.5" wide x 13.25" high is publication trim size.

**Allow .125" bleed on all sides of ad.
Final FILE SUBMISSION with bleed
dimension: 9.75" wide x 13.5" tall.**

- 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.
- 4/C (RICH BLACK) 50C, 50M, 50Y, and 100K
- **Collage images not accepted.**
- **Front Cover contracts are noncancelable.**



ON THE COVER

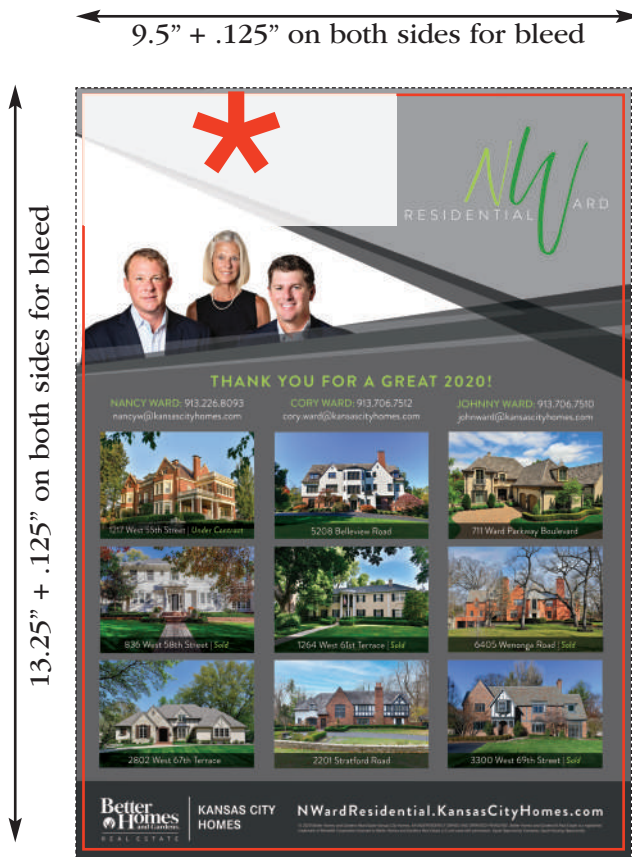
Advertiser receives an additional black and white ad space – “On The Cover.” A detailed description of merchandise, people or event highlights is appropriate for this section. Actual size is 4" wide x 5.875" high. Color upgrade available at an additional charge.

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BACK COVER SPECIFICATIONS



THIS SPACE IS REQUIRED FOR THE MAILING ADDRESS.

*** 5.5" WIDE X 2.5 TALL" MUST BE CLEAR OF ANY TEXT.**

It can have the same continuous background as the rest of the ad but will have a 90% white box that is 5.5" wide x 2.5" tall. Only 10% of what is underneath the 90% white box will show through.

DIMENSIONS

9.5" wide x 13.25" high is publication trim size.

Allow .125" bleed on all sides of ad.

Final FILE SUBMISSION with bleed dimension: 9.75" wide x 13.5" tall.

- Submit by 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.
- 4/C (RICH BLACK) 50C, 50M, 50Y, and 100K.

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2-PAGE SPREAD SPECIFICATIONS

SINGLE PAGE: 9.5" w x 13.25" h • SPREAD TRIM: 19" w x 13.25" h
 Keep all copy .25" inside the 9.5" w x 13.25" h area of the actual page.
 SPREAD BLEED: 19.25" w x 13.5" h

SUBMIT:

- Print Ready CMYK X1A PDF file with 4/C (RICH BLACK) 50C, 50M, 50Y, and 100K

PDF can be submitted as 2 single pages 9.5" w x 13.25" h + bleed or as a spread 19" x 13.25" + 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.

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DIGITAL ADVERTISING

WEB BANNER ADS



Our website advertisements run continuously on our homepage and on all blog posts.

Dimensions: 335 x 295, 300 dpi
\$525/month

Please provide the link to the preferred website, PDF or video to be associated with your banner ad.

INSIDER BANNER ADS



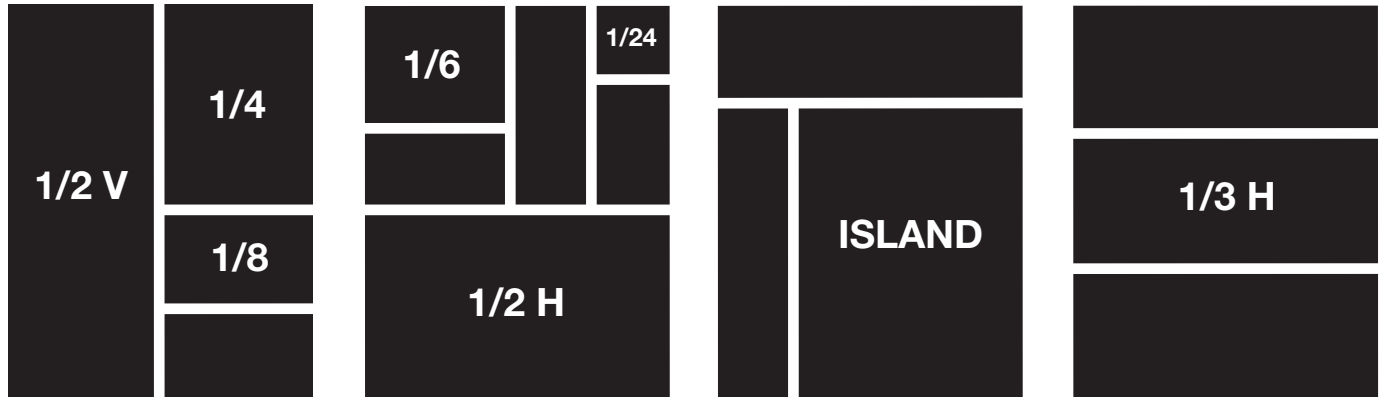
Our E-newsletter, The Insider, is shared with our loyal followers every other Tuesday, prior to magazine distribution. The Insider highlights exciting magazine features, upcoming charitable events, the latest by Paul Horsley, and more. Stay in-the-know!

We have one banner ad available on each newsletter.

Dimensions: 620 x 175, 300 dpi • \$425

Please provide the link to the preferred website, PDF or video to be associated with your banner ad.

AD SIZE REFERENCE GUIDE



PUBLICATION TRIM SIZE IS: 9.5 inches wide by 13.25 inches tall

Full	8.5" x 12"	1/2 H	8.25" x 5.875"	1/6	4" x 3.825"
Full (BLEED)	9.75" x 13.5"	1/2 V	4" x 12"	1/8	4" x 2.875"
Island	6.125" x 9.5"	1/3 H	8.25" x 3.875"	1/24	1.925" x 1.75"
		1/4	4" x 5.875"		

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.

4/C (RICH BLACK) 50C, 50M, 50Y, and 100K.

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.