

The INDEPENDENT

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

2023

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 2021 was 87.9 percent, with 54 percent of the circulation in Johnson County, Kansas, and 36 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.

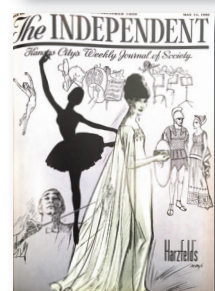
HISTORY

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 123 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.



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 7	December 16	December 21	
January 21	December 30	January 4	Backstage And Beyond by Paul Horsley - Best of Spring 2023
February 4	January 13	January 18	Black History Month
February 18	January 27	February 1	The Top Ten Events of 2022 - 2023 Class of Rising Stars
March 4	February 10	February 15	
March 18	February 24	March 1	Women's History Month
April 1	March 10	March 15	
April 15	March 24	March 29	The Paw Print Issue
April 29	April 7	April 12	
May 13	April 21	April 26	AAPI Heritage Month
May 27	May 5	May 10	
June 10	May 19	May 24	Pride Month
June 24	June 2	June 7	
July 8	June 9*	June 14*	Tie The Knot Bridal Issue
July 22	June 30	July 5	
August 5	July 14	July 19	The Jewel Ball Issue
August 19	July 28	August 2	Backstage And Beyond by Paul Horsley - Best of Fall 2023
September 2	August 11	August 16	The Summer Celebrations Issue
September 16	August 25	August 30	
September 30	September 8	September 13	Hispanic Heritage Month
October 14	September 22	September 27	The Directors of Philanthropy Issue
October 28	October 6	October 11	
November 11	October 20	October 25	Give KC / Native American Heritage Month
November 25	November 3	November 8	The BOTAR Ball Issue
December 9	November 17	November 22	Winter Wish List
December 16	November 24	November 29	2024 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 • 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 AUGUST 2022- subject to change



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.

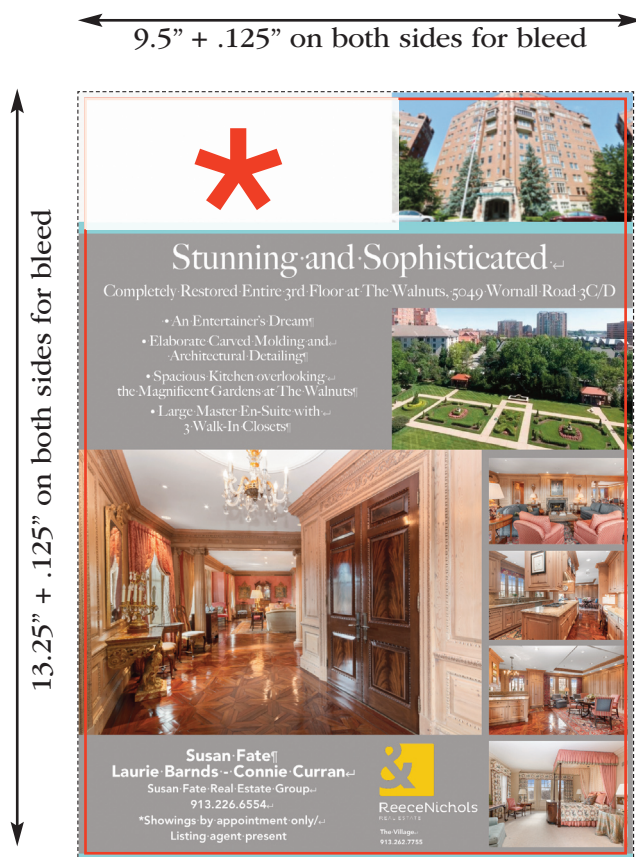
- Submit by USB, e-mail (files 25mb or smaller) or Hightail or Dropbox.
- Final ad formats accepted: prefer print ready PDF (X1A PDF), EPS, TIFF, or JPG.
- All Images must be CMYK and a minimum of 300 dpi, all fonts must be embedded or converted to outlines.
- 4/C (RICH BLACK) 50C, 50M, 50Y, and 100K
- **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.

BACK COVER SPECIFICATIONS



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.

The INDEPENDENT

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

2023

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.



DIGITAL ADVERTISING

WEB BANNER ADS

The screenshot shows the homepage of The Independent. At the top is the masthead with the logo and navigation links: HOME, ABOUT, KANSAS CITY CULTURE, EVENTS CALENDAR, ARTS CORNER, SUBMIT, ADVERTISE, CONTACT. Below the masthead is a banner for 'THE FAMILY CONSERVANCY - BREW FOR BOOKS' featuring a 'tfc' logo and a photo of three people. To the right of this banner is a list of articles: 'Kansas City Ballet's Virtual BARRE KC Soiree', 'An Idea Whose Time Has Come', 'Folds of Honor - Remembering Roger', 'Kansas City Auto Museum's and The Parks & Recreation Foundation of Johnson County's The Meadowbrook Car Show and A Cocktail Party', and 'Jackson County CASA's Light of Hope Breakfast'. Below the list are two more banners: 'WELCOME TO THE NEW WONDERSCOPE' and 'Cancer won't wait. New patient same-day appointments. SCHEDULE TODAY. Saint Luke's'.

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

The screenshot shows the 'The INDEPENDENT Insider' newsletter. At the top is a banner for 'Send a Free Card to a Mom or Caregiver' with the URL 'childrensmarcy.org/moments' and a photo of a woman and a child. Below this is a banner for 'Sneak Peek of the May 15, 2021 issue' featuring two photos: one of four women and one of a group of people in a room. Below the photos is a caption: 'April 12th was the date for University of Central Missouri's President's Gala, "The Arts are the Future," which was a virtual event this year. Learn More...'

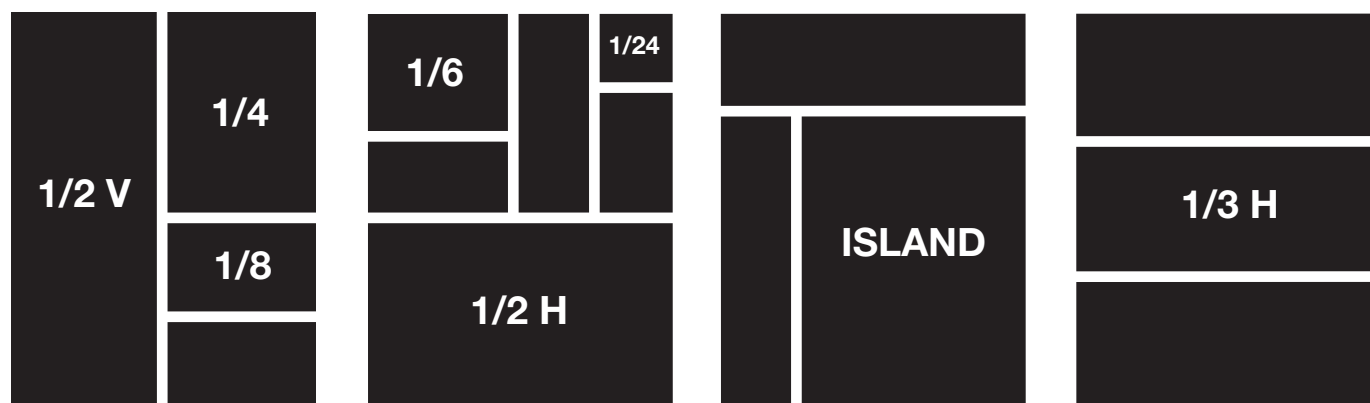
Our E-newsletter, The Insider, is shared with our loyal followers every other Tuesday, prior to magazine distribution. The Insider highlights exciting magazine features, upcoming charitable events, the latest by Paul Horsley, and more. Stay in-the-know!

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.