

125 YEARS OF TRADITION

The INDEPENDENT

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

2024

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.

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

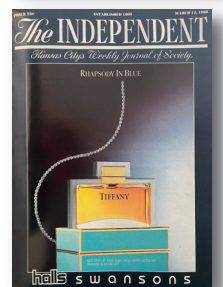
- *The Independent* is mailed to paid subscribers and local business partners every other Saturday.
- The subscription renewal rate for 2023 was 87.9 percent, with 54 percent of the circulation in Johnson County, Kansas, and 36 percent in Jackson County, Missouri.
- We publish 26 issues per year and 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 of Kansas City, Kauffman Center for the Performing Arts, The Folly Theater, The Friends of Chamber Music Kansas City, Kansas City Repertory Theatre (KCRep), and Park International Center for Music.
- Pass-along readership of *The Independent* currently exceeds 15,000 per issue, as it is frequently read by other household members, extended family, friends, co-workers and routed through offices, waiting rooms, and executive staffs of the most prominent and civically-active corporations.

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 Lauren 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.

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 125 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 13	December 20	December 27	Paul Horsley's Best of Spring
January 27	January 3	January 10	
February 10	January 17	January 24	Black History Month
February 24	January 31	February 7	2024 Rising Star/Top Ten Issue
March 9	February 14	February 21	
March 23	February 28	March 6	Women's History Month
April 6	March 13	March 20	
April 20	March 27	April 3	The Paw Print Issue
May 4	April 10	April 17	AAPI Heritage Month
May 18	April 24	May 1	Paul Horsley's Best of Summer
June 1	April 17*	May 15	Tie The Knot Bridal Issue
June 15	May 22	May 29	
June 29	June 5	June 12	Pride Month
July 13	June 19	June 19*	
July 27	July 3	July 10	
August 10	July 14	July 24	The Jewel Ball Issue
August 24	July 17	August 7	Paul Horsley - Best of Fall
September 7	July 31	August 21	Summer Celebrations Issue
September 21	August 28	September 4	
October 5	September 11	September 18	Hispanic Heritage Month
October 19	September 25	October 2	
November 2	October 9	October 16	Directors of Philanthropy Issue + Give KC
November 16	October 23	October 30	National American Indian Heritage Month
November 30	November 6	November 13	The BOTAR Ball Issue
December 14	November 20	November 27	
December 21	November 25	December 4	2025 Charitable Events Calendar

The Independent - Keeping Our Town In the Know for more than 125 years! Unique Editorial Content found **only** in *The Independent*:

Backstage And Beyond by Paul Horsley • Connections by Anne Russ • OurTown by Charlie Podrebarac
 Off To College • Remember When • In The Spotlight • Cheers To Volunteers!

DIGITAL ADVERTISING

WEB BANNER ADS



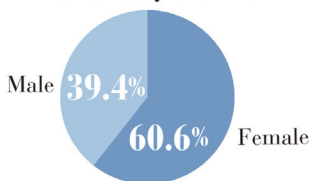
Our website advertisements run continuously on our homepage and on all blog posts.

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

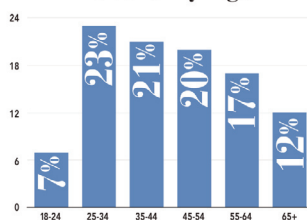
Please provide the link to the preferred website, PDF or video to be associated with your banner ad.

WEBSITE DEMOGRAPHICS

Visitors by Gender



Visitors by Age



MONTHLY ANALYTICS

- Average Number of Visitors: **27,935**
- Average Number of Pageviews: **44,911**
- Average Number of Unique Pageviews: **39,634**

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 - PDF - \$425

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

DISTRIBUTION

- REACH * 5,870 e-newsletter Subscribers**
- OPEN RATE * 45%**

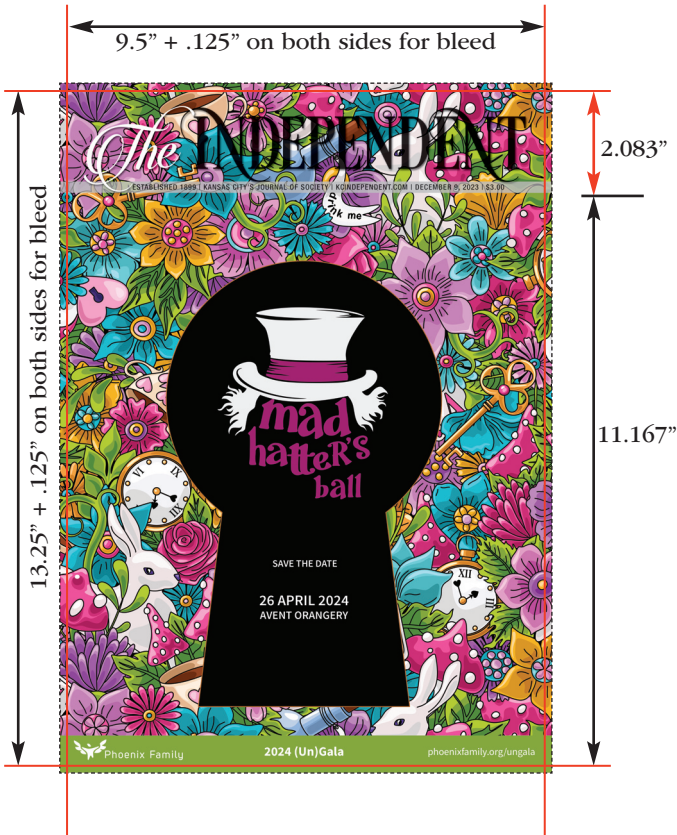
Banner ad placement promotes your message and drives traffic to your website.

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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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2-PAGE SPREAD AD 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:

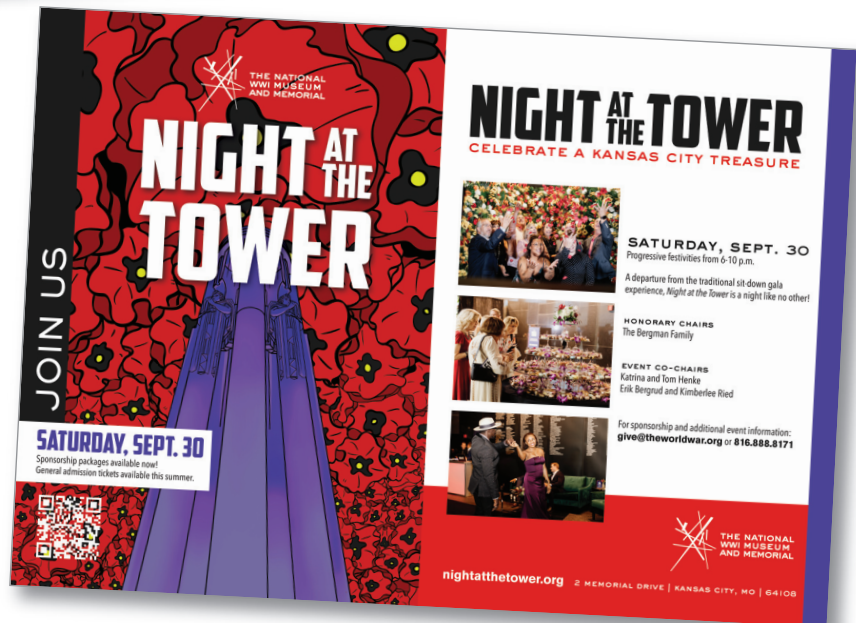
- Print Ready CMYK X1A PDF file with 4/C (RICH BLACK) 50C, 50M, 50Y, and 100K

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.

Page 2-3 Spread • \$3500

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.



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.

BACK COVER • \$2481

DIMENSIONS

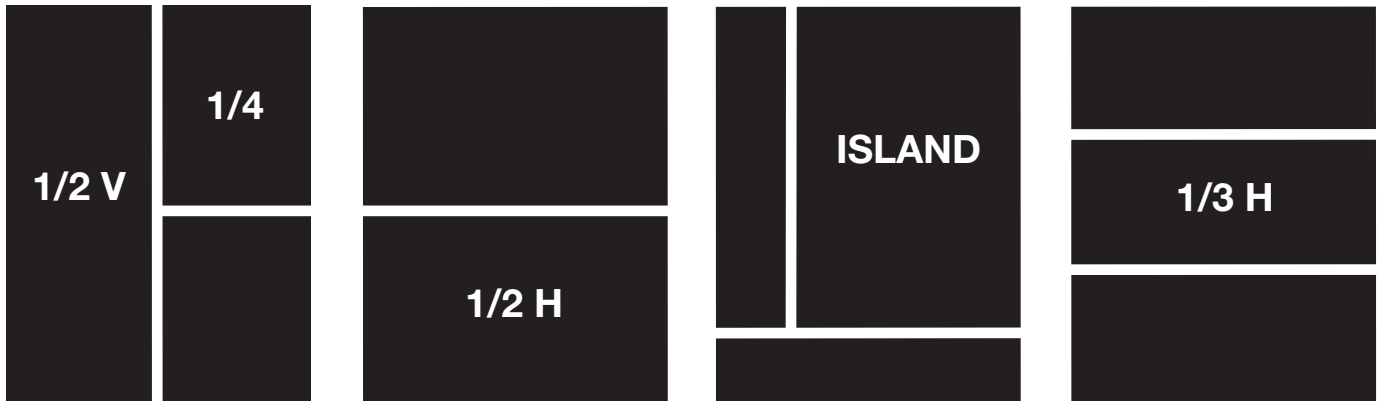
9.5" wide x 13.25" high is publication trim size.

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.

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"
Full (BLEED)	9.75" x 13.5"	1/2 V	4" x 12"
Island	6.125" x 9.5"	1/3 H	8.25" x 3.875"
		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 **WeTransfer.com** 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.