



In a recent issue of *The Independent* magazine, there was a brief mention of a business award I received. Within a few days numerous friends and associates commented that they had seen it. What amazed me is that it was only a few sentences among pages of noteworthy events and yet I received so much feedback.

I can attest to the power of print and how *The Independent* is read cover to cover! Keep up the great work!

- Darcy Howe, First Vice President, Investments
Merrill Lynch Private Banking, Kansas City



We have enjoyed our association with *The Independent* over the last few years.

We own a small company and need to carefully target where our advertising dollars are invested. *The Independent* has been the perfect place for us to be as it encompasses our exact market segment. ***The return on our dollars invested here has been a profitable experience for us. Potential clients will walk through our door often with a copy of our ad from The Independent in hand.*** The tone set by this publication also matches the tone of our business model.

We see this relationship continuing for a very long time and appreciate our association with such a fine publication.

- Pamela Mathews Vernon, President
Richard D. Vernon, Vice President
Classic Kitchens, L.L.C.
Leawood, KS



“The Independent has been instrumental in helping SeniorCare reach families in search of an alternative to institutional senior living. Families have responded to our ads and found it easy to explore our beautiful residential homes for their loved ones. We are excited to continue our relationship with The Independent!”

*- Jerry Pullins Jr.
SeniorCare Homes*



We have been advertising with The Independent for the past year and the amount of business we receive from our advertisements has far surpassed my expectations. In fact, we have since cancelled all other magazine ads because of the continued success with *The Independent*.

- Kristyn Echterling Savage
Co-owner, Canine Curriculum



I was the perfect example of “Ye of little faith” when relating to the merits of printed advertising. When I decided to utilize *The Independent* as another marketing tool for my Designer Trunk Shows, I did so with some trepidation. ***My, oh my - was I mistaken! I have received so many new and wonderful customers as a direct result of my MMB Exclusive ads in The Independent... my thanks to you!***

- Marilyn Mundon Breidenthal, Owner



*I truly believe that the cover has raised the image and awareness of the **Scholarship Ball and Benedictine College.** That impact has been clearly felt over the last several years as the event has grown to one of the most noted in KC! Thanks for everything.*

*- Steve Johnson
Benedictine College*



Dear Laurie and Chip:

On behalf of **The Kansas City Jazz Orchestra**, we want to express our sincere appreciation for all your timely articles that contributed to our **Gala** on November 10th at The Carriage Club. This was our first fundraiser and we did very well because of support from people like you.

*- Linda Hall
Gala Chairman*



We have been advertising in *The Independent* for years and gain more success each year.

One example comes to mind. **Within 48 hours of placing an advertisement with *The Independent*, we sold our listing. Our success is due to the wonderful readers of *The Independent*. They have proven to be the most responsive and loyal in Kansas City!** Not only do they contact us about the ads, but other agents respond by matching their clients up with our listings.

By advertising with *The Independent*, we are able to showcase our high-end homes. We want to thank you for helping contribute to our success. We look forward to many more years of advertising that provides results.

Best Regards,
- Dick Vaughan, Jerry Vaughan
Reece & Nichols



“The small advertisements that fit our advertising budget are visible and effective.”

- Bruce Gershon
Arrow Fabricare Services



“The Independent does much more than chronicle Kansas City’s philanthropic and social landscape. Indeed, it lends credibility and prestige to our community’s valued cultural institutions, such as the UMKC Conservatory believes, in fact, that *The Independent* has helped change our status from that of a ‘secret jewel’ to an integral part of the performing arts in Kansas City.”

- *Paul Lerner*

Past President

Friend of the UMKC Conservatory of Music and Dance



“We appreciate having an opportunity to highlight Jazzoo on the front cover of *The Independent*. ***It helps us continue great community awareness of the Zoo and gives recognition to our wonderful volunteer leadership and presenting sponsor.*** Over 5,500 tickets were sold and we had a 51% increase in our revenue.”

- Jerilyn Jones
Friends of the Zoo



*“The Independent Magazine has always been the media leader with regard to philanthropic even information as well as a directory of the influential participants of such events. **The Independent reaches a wonderful audience of patrons and sponsors - invaluable to the non-profit as well as the for-profit businesses in Kansas City.**”*

*- Dee Sawyer
March of Dimes*



“More than 60 responses have come in directly as a result of our 1/24th page ad.”

- *Mary Schanzer*
Party Personnel



“I want to thank your loyal readers for their help in building our remarkable success - we’ve already sold over 75% of the Sulgrave building in just 16 months!”

*- John P. Williams
Sulgrave Development, LLC*



“We placed only one ad in *The Independent* for this promotion and shortly thereafter we received more than a dozen responses.”

- Virginia Schulte
Travel Advisors



“*The Independent* remains the best media showcase for our message...
Your readership is among the most responsive and loyal... we are acutely aware that *The Independent* is the place to be seen!”

- Timothy David Ward
President,
Ward & Ward



The Independent,

I have been expecting notice of renewal - thought it was due in the fall?
Or because I have been a subscriber for 50 years?

I became familiar with the "I" when I came to K.C. as a bride in 1942.
We lived among "young marrieds" in the "Peanuts" in back of the Walnuts -
those apartments are long gone.

I moved back to Cuba in the early 50's, so I took a subscription to keep up with
friends - many are long gone.

***I think I enjoy it even more now as it is larger and better. I go to shop,
try new eating places, and special events in the arts and music.***

The Independent keeps me up-to-date. At 89, I am the designated driver and
tour guide(hope I know when to stop). Still an organist at Christ Church...

I look forward to every issue.

- Kathleen 'Kay' Morse



“Our wonderful neighbor was kind enough to welcome us to the neighborhood with an armload of copies of *The Independent*, which I thoroughly enjoyed devouring. ***With the release of the most recent issue, we have now experienced first-hand the power of your publication.*** We were delighted to have been included in a photo montage from a KitchenWorks event. In a matter of literal hours we have had more persons introduce themselves to us at The Carriage Club, Junior League, Medical Society Alliance, etc. whom had seen the photo and recognized our name from membership rosters than in the six months since we moved to Kansas City! What volumes it speaks of the influence, reach, and visibility of your publication, as you are no doubt aware.”

- *Barbara Iaquinto*
Subscriber



“I just saw the Charitable Events register online today. It looks terrific! AYS’s listing is perfect. **Thank you so much to *The Independent* for this fabulous service. It really helped us launch our inaugural event last year.** This year’s *Stack the Decks* will be even better. Thanks for all you do!”

- Teri Kriege
Vice President of Development
Associated Youth Services



“Always enjoy the editorial note. Laurie is a great writer.”

- *Mr. and Mrs. Peter Dunn*



“*The Independent* crowd is coming out of the woodwork... I am amazed! ***They come with shopping lists and want more... I've been really surprised at the diversity in age.*** You better know these people read this magazine and do what *The Independent* tells them to do. The magazine should be very proud.”

- Sally Calvin



“I love reading *The Independent*. I give it to my brother and my best friend for Christmas just so they will be ‘in-the-know’!”

- *Julie Smart*



“I work at Hallmark and we have a subscription to your magazine; however, it has floated around the department and no one seems to have it. (Everyone likes to look at it!) Is there a way I can purchase another copy?”

- *Darla Dusing*



“You will find payment for a subscription to your wonderful publication.
Keep up the great work!”

- *Dylan Wetherill*



“I always grab a few minutes to go through it right away.
It's like a phone call from a friend.”

-Hillary Kemper



“I must say that you continue to raise the bar for the kinds of features only *The Independent* format could lend itself to. ***And you continue to innovate in a way that gives the magazine new life regularly!*** It is a joy to look for whatever new thing you are placing in it that week.”

- Mr. and Mrs. Greg Julian



“The *Independent* is a great magazine - very informative.
I always look forward to reading it from front to back.”

- *Linda Farchmin*



“I was at Blue Valley Bank in December when I saw, at the top of their reading pile for guests, the December 8th, *Independent Magazine*. Glancing through it, I was surprised and pleased to see the nice article you included about our April 3rd fundraiser, *Monet’s Garden: An Evening in Paris*. Thank you!!!”

- Beverly Johnson
Communications Coordinator
Accessible Arts, Inc.



Laurie,

I wanted to tell you how truly awesome *The Independent* 2008 Register looks! Putting it into book form gives it unbelievable class and I want to congratulate you, Chip and Staff on a sterling product.

- *Steve Chick*



Laurie,

“The Independent is keeping up with what’s new and retaining what’s classic.”

-Betty Bushman



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- *Darla Dusing*



As the oldest, most well-established magazine in Kansas City, we rely on our ads in *The Independent* to generate a good deal of our business. It provides unbeatable exposure, particularly for our luxury listings. *The Independent* is an outstanding tool for us to obtain listings, and even better for us in procuring buyers.”

- *Kathy Koehler & Heather Bortnick*



Over the years The Independent has consistently delivered results for my advertising investment. Once again you have shown the power of your publication. I recently ran a full-page, four-color ad announcing the sale of my private antique collection to your astute readership and immediately received many calls that led to four scheduled appointments in the first few days for a private showing. Thank you immensely.

- *Scott Lindsay*