

The INDEPENDENT

ESTABLISHED 1899 | *Kansas City's Journal of Society*

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 also across the country and abroad 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 finer newsstands, retail outlets and hotels throughout the city.



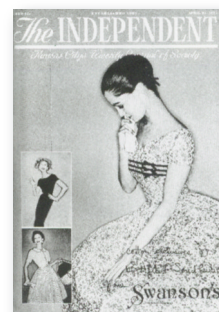
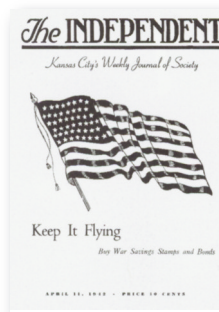
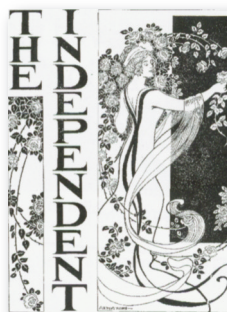
Readers of *The Independent* are supporters of the arts in Kansas City, which is one of the few cities of its size that supports a symphony, a ballet, an opera, and a world-class fine art museum. The average household income is more than \$335,000, with an average net worth of \$3.1 million. Readership of *The Independent* is 27,000 which includes Kansas City's most influential, active, affluent, and civic-minded citizens. Two-thirds of our readers spend an intimate thirty minutes with each issue and save it for future reference.

4233 Roanoke Road • Kansas City, MO 64111-4076
Phone: 816.471.2800 • Fax: 816.471.3131
WWW.KCINDEPENDENT.COM



June 2013

Celebrating Heritage and Tradition with *The Independent*



HISTORY

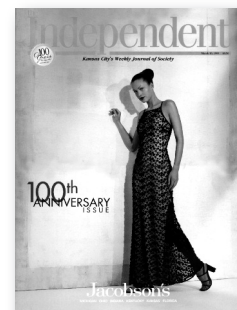
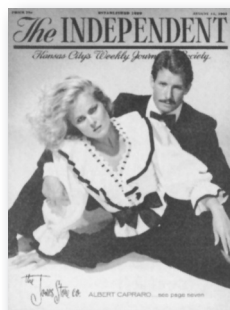
The Independent was established in 1899 by George Creel, who became a nationally-known writer, and Arthur Grissom, founder of *Smart Set* magazine in New York. Initially, *The Independent* had a strong political flavor, reflecting Mr. Creel's opposition to the turn-of-the-century faction led by James Pendergast. Politics discreetly dropped from the Magazine's pages in 1909 under the new ownership of Katherine Baxter and Clara E. Kellogg. 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. In 1983, Robert P. Ingram purchased the Magazine from Mrs. Gaylord, and in 1996 Laureen M. Ingram, daughter-in-law of Mr. Ingram, purchased the Magazine and is the current publisher.

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 (Having been on the editorial staff of the Magazine since 1960, she served as editor from 1974 until her death in 1990); Georganne Hall, 1990-1998; Anne Potter Russ, 2005-2008; and Ann Slegman, 2008-2012. In 2012, Nancy Sachse was named editor, and Jenny Owens Hughes was named associate publisher of the editorial department.

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 114 years of publication, *The Independent* has missed only one issue – in 1947 when the journal was beset by a typographers' union strike.

FACTS

- In the Kansas City area, *The Independent* is mailed to paid subscribers every other Friday and is available at select newsstands throughout the city.
- The subscription renewal rate for 2012 was 92% with 53% of the circulation in Johnson County, Kansas, and 32% in Jackson County, Missouri.
- Loyal subscribers are found in zip code 66208, consisting of the high income municipalities of Mission Hills and Prairie Village. Other high-income subscriber zip codes in Kansas include: Leawood (66206, 66209 and 66224), Lenexa (66219 and 66220), Olathe (66061 and 66062), Overland Park (66210, 66212, 66213, 66221, and 66223), Shawnee (66216), Stilwell (66085). In Missouri, loyal subscribers are found in zip codes 64108, 64111, 64112, 64113, and 64114.
- Pass-along readership of *The Independent* is substantial because it is frequently read by other household members, their related families and friends, and routed through executive staffs of our area's most prominent and civically active corporations. Because a large number of our subscribers are professionals, many copies find their way into the offices of physicians, dentists and attorneys.
- *The Independent* also publishes Our Town's only annual *Charitable Events Calendar*, and the major performing arts playbills.



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PROFILE

- Average Income: \$335,170
- Average Net Worth: \$3.1 million
- 47% are age 18-54
- 53% are age 55+
- 51% are married
- 41% have children under age 18 living at home
- 37% own a second residence
- 56% work full time
- 89% attend 3 or more charitable events a year
- 79% sit on a board of directors

LOCAL

- 75% have lived in Kansas City for 30+ years
- 53% reside in Johnson County
- 32% reside in Jackson County
- 10% reside outside KS and MO
- 5% reside in the remaining metroplex

LOYAL

- 47% have subscribed 15+ years
- 46% have parents who subscribe

IN-THE-KNOW

- 85% use the Internet daily
- 40% consider *The Independent* a must-read
- 61% say *The Independent* is informative and up-to-date
- 89% share their copy of each issue with others
- 73% save their copy for future reference
- 62% spend nearly 30 minutes reading each issue, and 33% spend nearly 1 hour

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

- Hilary Kemper

SAVVY INVESTOR

- 67% trade in stocks and bonds
- 52% have mutual funds in portfolio
- 32% carry IRA/Keough accounts
- 28% have real estate interests in portfolio

TOP 10 BANK AND WEALTH MANAGEMENT FIRMS

1. Commerce Bank
2. Bank of America
3. UMB Bank
4. Country Club Bank
5. U.S. Bank
6. Bank of Blue Valley
7. Missouri Bank & Trust
8. Capital Federal Savings
9. Bank of Prairie Village
10. BMO Harris Bank

"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

SERVICES PLANNED IN THE NEXT 12 MONTHS

- 80% hairstylist
- 76% florist
- 67% spa/ manicure/ pedicure
- 62% caterer
- 59% tax advisor/ financial planner
- 54% lawn & garden care
- 42% architect/ contractor/ remodeler
- 42% interior designer
- 46% fitness club
- 33% attorney
- 36% pet sitting/ grooming
- 31% party planning & rentals
- 29% elective procedures (cosmetic/dental/vision)
- 29% travel agency

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

- Linda Farchmin

TOP 10 PROFESSIONS

- | | |
|-----------------|----------------|
| 1. Entrepreneur | 6. Attorney |
| 2. Education | 7. Arts |
| 3. Healthcare | 8. Real Estate |
| 4. Sales | 9. Finance |
| 5. Nonprofit | 10. Consultant |

PHILANTHROPISTS

- 76% attend luncheons and dinners
- 75% attend galas
- 67% attend auctions
- 54% attend performances
- 21% attend golf tournaments
- 21% attend walks and runs

TOP 10 HOME IMPROVEMENTS TO BE SCHEDULED

1. Master Bath
2. Kitchen
3. Custom Addition
4. Master Bedroom
5. Basement
6. Deck
7. Landscape/ Garden
8. Family Room
9. Pool
10. Guest Room

PURCHASES PLANNED IN THE NEXT 12 MONTHS

- 94% - cosmetics
- 91% - women's shoes/accessories
- 86% - jewelry
- 85% - women's sportswear
- 83% - women's formal & furs
- 71% - men's sport coats & slacks
- 66% - men's shoes & accessories
- 65% - furniture & appliances
- 46% - men's business suits
- 36% - women's business suits
- 32% - men's formal

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*SOURCE:
CREEL
MARKET
RESEARCH

"Always enjoy the editorial note. Laurie is a great writer."

- Mr. & Mrs. Peter Dunn

TOP 10 SHOPPING DISTRICTS

1. Country Club Plaza
2. Prairie Village Shops
3. Town Center/One Nineteen
4. Brookside/Waldo
5. Corinth Square
6. Oak Park Mall
7. Crestwood Shops
8. Ward Parkway Center
9. Fairway Shops
10. Hawthorne Plaza

TOP 10 AUTO DEALERS

1. Aristocrat Motors
2. Superior Acura/Lexus/Volvo
3. Baron BMW
4. Jay Wolfe European Motors
5. Overland Park Jeep
6. Bob Allen Ford
7. Van Cadillac
8. Bob Sight Lincoln
9. Major Cadillac
10. Northtowne Lincoln

TOP 10 WINE STORES

1. Berbiglia
2. Gomer's
3. Rimann
4. Costco
5. Lukas
6. CVS
7. Metcalf Discount Liquors
8. Royal Liquors
9. Red X
10. World Market

"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

ACTIVITIES & HOBBIES

- 78% travel
- 74% exercise routinely
- 69% attend live concerts & theatre
- 60% garden
- 52% collect antiques and enjoy crafting
- 45% attend museums & galleries
- 36% are wine enthusiasts
- 33% golf
- 32% ski and bike

DINING HABITS

- 95% eat out up to ten times weekly for leisure
- 48% eat out up to three times weekly for business
- 50% plan to take cooking classes

"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. We have now experienced first-hand the power of your publication, as we were delighted to have been included in a recent photo montage. In a matter of literal hours, we had more persons introduce themselves to us at The Carriage Club, Junior League, Medical Society Alliance, etc. who had seen the photo and recognized our name than in the six months since we moved to Kansas City! What volumes it speaks of the influence, reach and visibility of your publication."

- Barbara Iaquinto

TOP 10 VACATION DESTINATIONS

- | | |
|--------------|----------------|
| 1. New York | 6. Mexico |
| 2. Colorado | 7. Nevada |
| 3. Chicago | 8. Hawaii |
| 4. Europe | 9. Florida |
| 5. Caribbean | 10. California |

TOP 10 DOMESTIC DESTINATIONS

- | | |
|-------------------|------------------|
| 1. New York | 6. Dallas |
| 2. Chicago | 7. San Francisco |
| 3. Washington, DC | 8. Denver |
| 4. Palm Beach | 9. Los Angeles |
| 5. St. Louis | 10. Boston |

"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

TOP 10 SPECIAL OCCASION RESTAURANTS

1. The American
2. The Capital Grille
3. Plaza III
4. The Savoy
5. Tatsu's French Bistro
6. The Bristol
7. 40 Sardines
8. Le Fou Frog
9. Blue Stem
10. Starker's Restaurant

TOP 10 LOCAL RESTAURANTS

1. The Capital Grille
2. The American
3. McCormick & Schmick
4. Tatsu's French Bistro
5. Aixois
6. The Bristol
7. Blue Stem
8. Grand Street Cafe
9. Plaza III
10. M & S Grill

TOP 10 EDITORIAL FAVORITES

1. Calendar of Events
2. Weddings
3. Engagements
4. In the Spotlight
5. I on Society
6. 17/ 50/ 100 Years Ago
7. About Town
8. Frontis
9. Name Dropping
10. People & Pets

"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!)"

- Darla Dusing

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DEADLINES

SPACE RESERVATIONS	12 noon Monday, twelve days prior to issue date
ADS REQUIRING PRODUCTION	12 noon Monday, twelve days prior to issue date
CAMERA-READY ADS	12 noon Wednesday, ten days prior to issue date

- 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).
- Camera-ready materials received after the deadline will forfeit any camera-ready discounts.

Ads cancelled after the deadline will be billed at 100%. 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.

Camera-Ready Material

(15% discount applied when all criteria is met)

Advertisements must be submitted on CD or via e-mail with a minimum 300 DPI resolution. Digital photography must be at least 1500 x 1200 pixels for 4 x 6 and 2400 x 3000 pixels for 8 x 10. All graphics and fonts must be included with the Quark Xpress file. Files that are e-mailed must be under 10 MB in size. To submit larger files by e-mail, use Stuffit or similar software to create a self-extracting archive of all necessary files. Large files can also be sent via YouSendit.com. Larger files can also be retrieved from an FTP site. Please include a laser copy of the ad for reference. For 4-color ads, we need a CMYK proof and files must be submitted as CMYK.

Accepted Formats

- We welcome files submitted on CDs or via e-mail.
- For files larger than 10 MB, we suggest submitting the files on disk, or using Stuffit to create a self-extracting archive of all necessary files. Please alert your advertising or editorial contact if you are sending files by e-mail.
- If you submit your files by e-mail, please send them at least 72 hours in advance of any material deadlines to ensure compatibility, readability and usability. Be sure to fax a copy of the image or ad to (816) 471-3131, so that we are sure what we received matches the original.

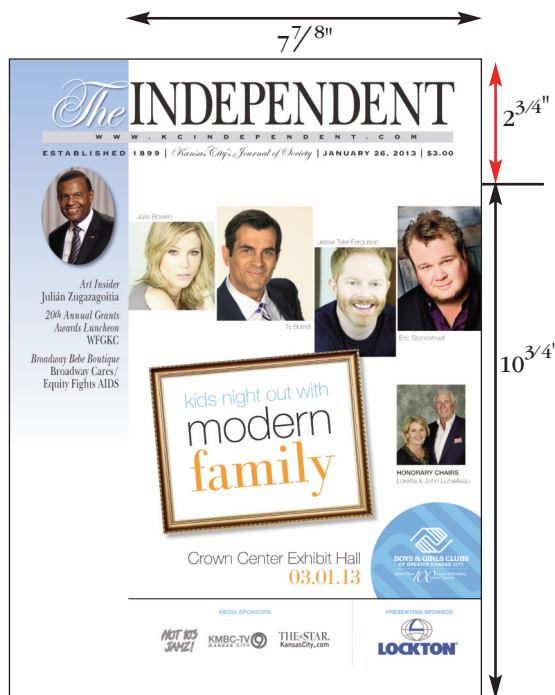
System and File Requirements

- The Independent uses Quark XPress 7.31 and Mac OS X 10.5.7. We accept files done on earlier versions of Quark, Adobe Photoshop and Illustrator CS. We are able to read other formats including high-resolution EPS, TIFF, JPEG, and vector PDF.
- We CANNOT read files created for Pagemaker, Word, Publisher, Corel Draw or InDesign.
- If sending a PDF, all original printer/screen fonts must be embedded, converted to outlines or supplied upon submission.
- 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.
- All images must be submitted at 300 DPI resolution or greater. Any line-art images must be at least 500 DPI. 72 DPI images downloaded from the web or shot with a digital camera CANNOT be used.
- All color images must be submitted as CMYK images. All colors used in files must be 4-color process. A CMYK proof is mandatory. Any other form of a color "proof" does not provide accurate representation of the color breakdown regarding the 4-color printing process.
- All fonts must be embedded in the file, included with the file, or converted to outlines. Only Postscript fonts can be used; True Type fonts are NOT acceptable and, if submitted, will be replaced with reasonable facsimiles from our Postscript font files.

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On the Cover



DIMENSIONS

7 7/8" wide x 13 1/2" deep

Art must allow 2 3/4" from top of page trim for *The Independent* flag and tagline. Advertiser can opt to have flag and tagline lay over provided art.

BLEED

Allow 1/4" bleed on top, bottom and right sides of ad.
Final bleed dimensions are 8 1/8" wide x 14" deep

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SPECIFICATIONS CHECKLIST

- Submit the "On The Cover" copy. Advertiser receives an additional black and white space – "On The Cover" – which appears near the calendar page. Advertiser must provide copy for this section. A detailed description of merchandise, people or event highlights is appropriate; text is limited to 75 words or fewer. Actual size is 4 1/2" w x 5 1/4" h.
- Submit electronic photos at a resolution of at least 300 dpi. 8 x 10 digital photography needs to be taken at 2400 x 3000 pixels (minimum). Collage images not accepted.
- Submit a CMYK proof.
- Build the ad in Quark XPress version 7.31 on MacIntosh Systems with all accompanying graphics and fonts provided on the disk with the ad file. To earn a camera-ready discount, front cover artwork must arrive on disk. Ad must be laid out to spec or camera-ready discount is void. If sending a PDF all original printer/screen fonts must be embedded or supplied upon submission.
- Adhere to Cover and "on the cover" copy requirements. People should be identified as Chariman, Chairmen, or Co-chairmen, Please include the distinction of Honorary if needed. Copy should be limited to a logo or company name only.
- **Front Cover contracts are non-cancelable.**

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2013 EDITORIAL CALENDAR FOR THE INDEPENDENT

Due to our timely coverage of social and philanthropic events - event dates and submissions vary year to year. However, we do offer definitive dates for our "Signature Issues." These take place annually and have an above-average readership and distribution:

- 02.09.13:** Girls' Night In. The University of Kansas Hospital celebrates women's heart health at this annual event.
- 02.23.13:** The Top Ten Events of 2012.
Also included will be the exclusive announcement of the 2013 Rising Stars of Philanthropy and the Philanthropists of the Year.
- 05.18.13:** Nonprofit Connect Philanthropy Awards Luncheon celebrating Kansas City's most distinguished philanthropists.
- 07.27.13:** The Jewel Ball Issue
- 08.24.13:** The Summer Celebrations Issue
- 09.07.13:** Tablescapes Issue. The BOTAR organization presents this one-of-a-kind fundraiser to benefit the American Royal's educational mission. Each year this event features a guest designer and lifestyle expert to present unique ideas on how to exquisitely decorate your home.
- 10.19.13:** The Junior League of Kansas City, Missouri - Holiday Mart Issue
- 11.30.13:** The Belles of the American Royal (BOTAR) Issue
- 12.14.13:** *2014 Charitable Events Calendar*
(special edition – polybags with magazine and has its own pricing/deadlines)

**all issue dates as of March 2013... schedule subject to change.*

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March 2013

2013 INDEPENDENT MAGAZINE PUBLICATION DATES

(26 Issues)

JANUARY 12 & 26

(space reservation 12/31 & 1/11)

FEBRUARY 9 & 23

(space reservation 1/25 & 2/8)

MARCH 9 & 23

(space reservation 2/22 & 3/8)

APRIL 6 & 20

(space reservation 3/22 & 4/5)

MAY 4 & 18

(space reservation 4/19 & 5/1...EARLY DEADLINE)

JUNE 1, 15 & 29

(space reservation 5/16...EARLY DEADLINE, 5/31, & 6/14)

JULY 13 & 27

(space reservation 6/28 & 7/12)

AUGUST 10 & 24

(space reservation 7/26 & 8/9)

SEPTEMBER 7 & 21

(space reservation 8/22...EARLY DEADLINE & 9/6)

OCTOBER 5 & 19

(space reservation 9/20 & 10/4)

NOVEMBER 2, 16 & 30

(space reservation 10/18, 11/1, & 11/14...EARLY DEADLINE)

DECEMBER 7 & 14

(space reservation 11/22 & 11/29)

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