

# 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 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 finer newsstands, retail establishments and hotels throughout the city.

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

## FACTS

- *The Independent* is mailed to paid subscribers every other Friday and is available at select newsstands.
- The subscription renewal rate for 2013 was 91 percent, with 53 percent of the circulation in Johnson County, Kansas, and 32 percent in Jackson County, Missouri.
- We publish 26 issues per year and Kansas City's only annual Charitable Events Calendar.
- Our parent company, Creel Publishing, 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. Reaching more than 27,000 readers, many copies of the magazine find their way into the offices of physicians, dentists and attorneys because a large number of our subscribers are professionals.

## DEMOGRAPHICS

- 91% of our subscribers are female
- \$335,170 average household income
- 47% are between the ages of 18 and 54; 53% are more than 55 years old
- 41% have children under the age of 18 living at home

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