

126 YEARS OF TRADITION The Independent

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

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

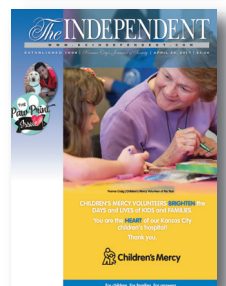
- *The Independent* is mailed to paid subscribers and local business partners every other Saturday.
- The subscription renewal rate for 2024 was 87.9 percent, with 54 percent of the circulation in Johnson County, Kansas, and 36 percent in Jackson County, Missouri.
- We publish 26 issues per year and 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 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.

The Independent is the journal of note 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 126 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.



2025 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 11	December 13	December 20	Paul Horsley's Best of Spring
January 25	January 2	January 8	
February 8	January 16	January 22	Celebrating Black History Month
February 22	January 30	February 5	Top Ten Issue/2025 Rising Star
March 8	February 13	February 19	Celebrating Women's History Month
March 22	February 27	March 5	
April 5	March 13	March 19	The Paw Print Signature Issue
April 19	March 27	April 2	
May 3	April 10	April 16	Celebrating AAPI Heritage Month
May 17	April 24	April 30	Paul Horsley's Best of Summer
May 31	May 8	May 14	Tie The Knot Bridal Signature Issue
June 14	May 22	May 28	Celebrating Pride Month
June 28	June 5	June 11	
July 12	June 19	June 25	
July 26	July 3	July 9	
August 9	July 17	July 23	The Jewel Ball Signature Issue
August 23	July 31	August 6	Paul Horsley - Best of Fall
September 6	August 14	August 20	Summer Celebrations Signature Issue
September 20	August 28	September 3	
October 4	September 11	September 17	Celebrating Hispanic Heritage Month
October 18	September 25	October 1	
November 1	October 9	October 15	Directors of Philanthropy Issue + Give KC
November 15	October 23	October 29	Celebrating National American Indian Heritage Month
November 29	November 6	November 12	The BOTAR Ball Signature Issue
December 13	November 20	November 26	2026 Charitable Events Calendar
December 20	December 4	December 10	

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
Remember When • In The Spotlight • Art Scene by Willie Plaschke • Rising Stars / Top Ten Events Awards Celebration

DIGITAL ADVERTISING

WEB BANNER ADS

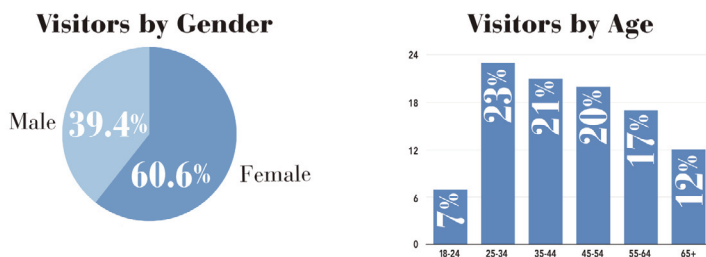


Our website advertisements run continuously on our homepage and on all blog posts.

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



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.

The Independent

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FRONT COVER SPECIFICATIONS

DIMENSIONS

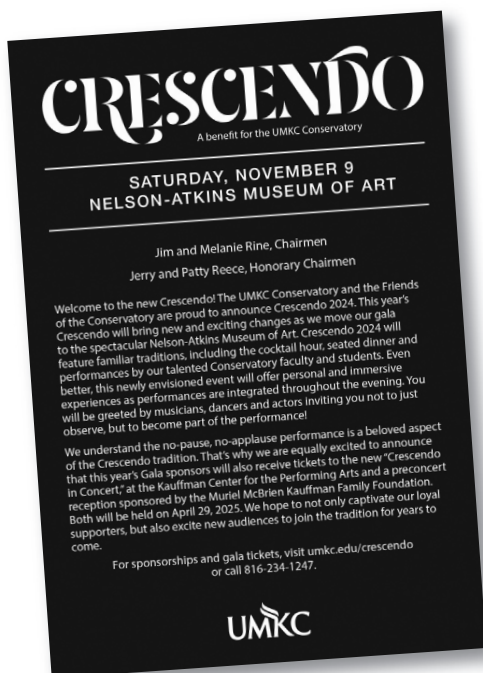
Art must allow 2.083" from top of page trim for *The Independent* flag and tagline. Flag and tagline will lay over the top of the continuous art provided by the Advertiser.

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 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.

The Independent

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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.

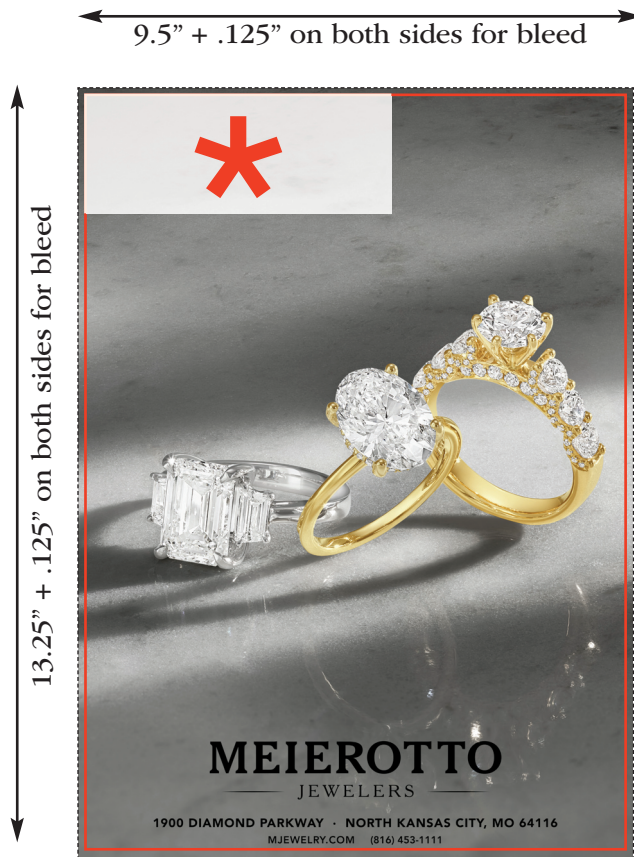
Page 2-3 Spread • \$3500

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

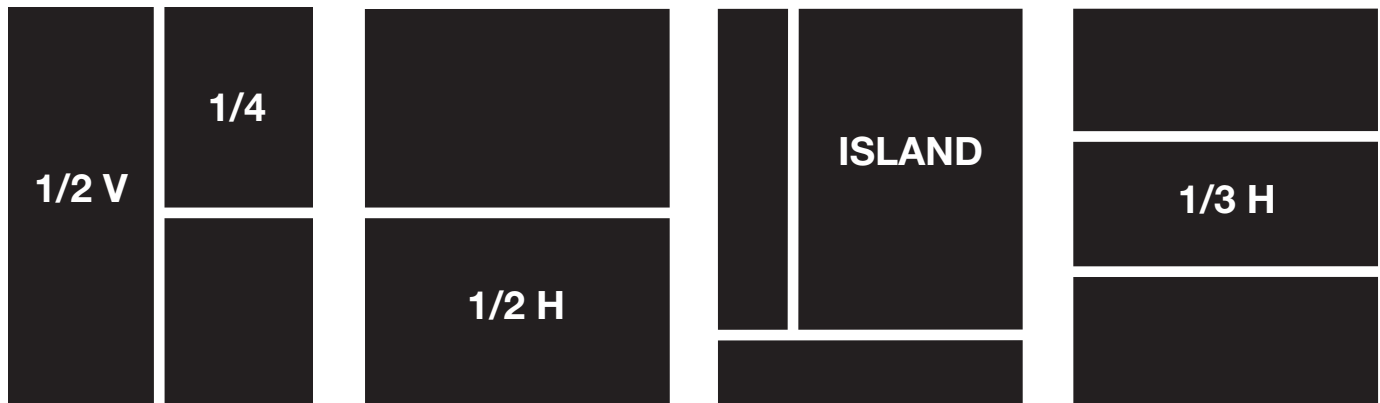
9.5" wide x 13.25" high is publication trim size.

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: 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 **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.

RATE CARD - NET 4/C & B/W RATES

1/2 V

1/4

1/2 H

ISLAND

1/3 H

BLEED:
9.75" x 13.5"

TRIM SIZE:
9.5" x 13.25"

ACTIVE AREA:
8.5" x 12"

RESOLUTION:
300 DPI

FILE TYPE: X1A PDF

AD SIZE	DIMENSIONS (WxH)	1X		6X		12X		18X		26X	
		4/C	B/W	4/C	B/W	4/C	B/W	4/C	B/W	4/C	B/W
Full	8.5" x 12"	\$2989	\$2689	\$2735	\$2435	\$2557	\$2257	\$2255	\$1955	\$1915	\$1615
Island	6.125" x 9.5"	\$2088	\$1888	\$1928	\$1728	\$1818	\$1618	\$1630	\$1430	\$1403	\$1203
1/2 H	8.25" x 5.875"	\$1675	\$1475	\$1520	\$1320	\$1426	\$1226	\$1262	\$1062	\$1092	\$892
1/2 V	4" x 12"	\$1675	\$1475	\$1520	\$1320	\$1426	\$1226	\$1262	\$1062	\$1092	\$892
1/3 H	8.25" x 3.875"	\$1350	\$1150	\$1225	\$1025	\$1148	\$948	\$1020	\$820	\$899	\$699
1/4	4" x 5.875"	\$1023	\$823	\$930	\$730	\$870	\$670	\$780	\$580	\$707	\$507