

VintageKC

2016 Media Kit



welcome

Let me tell you about my publishing philosophy. It's a bit different.

Other publishers will push that, to a magazine, the advertiser is king and they keep the lights on. Don't get me wrong; I love our advertisers. Our advertisers enable me to fulfill a dream, to be creative, to work for myself. I do everything I can to ensure our advertisers are happy and getting results from their campaigns. But my philosophy is and always will be: reader first.

Because all that money spent on advertising, all the time and effort spent on creating campaigns, it all means nothing if no one cares about the magazine, if no one picks it up.

The way I see it, you and I are partners. You're investing in what we're doing and entrusting us to produce a product that people see as valuable. Because the more people who see worth in our product, the more people see your advertising. It's a win-win situation.

And we like those.

I believe in honesty, transparency and trust above all else, so let me prove to you how great this system can be. Trust me to know this audience like the back of my hand and bring more customers through your doors.

While I put readers first, I know that without you, I couldn't do any of this, and I don't take that gift lightly. I treat our advertisers like family because I believe in community and I'll do everything I can to ensure the success of this community.



Erin Shipps
Publisher/Editor





reader profile

**AVERAGE
AGE:**

25-44

**GENDER
BREAKDOWN:**

89% 11%
Women men

23% of readers are between ages 25-34

24% of readers are between ages 35-44

19% of readers are between ages 45-54

13% of readers are between ages 55-64

distribution

12,000

social media interaction

**FACEBOOK
AUDIENCE:**

4,209

**FACEBOOK PROFILE
REACH PER MONTH:**

10,600



912



453



1,307

VintageKC

editorial calendar

printing dates:

MARCH 1	JUNE 1	SEPT 1	SEPT 19	DEC 1
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ad deadline for payment:

FEB 1	MAY 1	AUG 1	AUG 19	NOV 1
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ad deadline for materials:

FEB 5	MAY 6	AUG 5	SEPT 1	NOV 4
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regular issues

fashion issue





testimonials

“Advertising in the VintageKC publication has shown results for my business. Erin has made the advertising process simple and easy because of her efficiency and technical skills preparing my ad. She responds quickly to my requests and takes time for my questions. I write this because I have been quite pleased with advertising in VintageKC.”

**SHARRON SPENCE,
OWNER FRONT
PORCH ANTIQUES
OTTAWA, KS**

“VintageKC works comfortably within Raised In Cotton’s budget. The staff makes sure that my advertising is displayed well in each issue. The magazine is youthful, energetic and pertinent. My customers appreciate getting a copy of VintageKC magazine. For Raised In Cotton’s customers, shopping is a passion; many fine shops advertise in VintageKC and shoppers are always looking for new or forgotten shopping experiences.”

**PHYLLIS FOX, OWNER
RAISED IN COTTON
RAYMORE, MO**

“Our customers love VintageKC and are always asking when the next issue will be arriving. They especially appreciate the decorating ideas. We have been advertising now for 3 years. I appreciate being able to market directly to potential customers that already have an interest in vintage and antique items. New customers coming into the store tell me all the time that they saw our ad in the magazine and wanted to check us out!”

**DAN SMITH, OWNER
VINTAGE MISSION
MISSION, KS**

“Working with VintageKC magazine not only gives us affordable entry into the homes of the Kansas City DIY market, but bonus, the staff is professional and delightful to work with. Thank you for being part of our 2015 marketing strategy and partnering with us again in 2016!”

**CARRIE WILSON,
MARKETING
MANAGER
HABITAT FOR
HUMANITY KANSAS
CITY RESTORES**

in each issue

features

VINTAGE SPACES
Homes full of vintage pieces and inspiration

VINTAGE FASHION
Clothing and accessories from local vintage shops and sales modeled to show relevant current trends

EVENTS
From weddings to parties, all the best vintage ideas for special days

VINTAGE ROOMS
Single-room projects submitted by readers

columns

ETSY FINDS
Vintage and handmade items featured from local Etsy sellers

DESIGN BOOK
Jennifer Bertrand, winner of HGTV’s show “Design Star” talks home décor for any style

BUY AND SELL
Brown Button Estate Sales Owners Michael and James Fry write about knowing the value of your vintage finds

MAKER PAGE
Local artists, makers and fun products

do-it-yourself

DIY CRAFTS
Inexpensive ideas to add creative touches to any home

THRIFTCYCLE
Thrift store finds given new life

DUSTIN’S DIY
Dustin Bates, owner of Varsity Construction, crafts furniture and creates DIY construction projects from Habitat Restore

special features

GARDEN GUIDE
Beautiful area gardens with a vintage flair

GIFT GUIDE
Annual local holiday gift inspiration

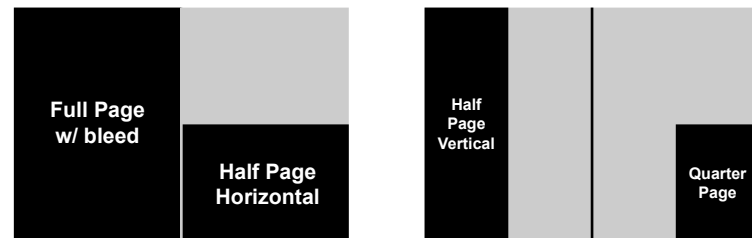
print media

advertising rates:

	1x	2x	4x	5x (incl. fashion issue)
Quarter Page:	\$300	\$270	\$240	\$220
Half Page:	\$600	\$540	\$480	\$440
Full Page:	\$1,200	\$1,080	\$960	\$875
Full, Special Position:	\$1,800	\$1,620	\$1,440	\$1,300

specs:

Full Page w/ bleed:	11.125" x 8.625"
Half Page Horizontal:	4.75" x 7.5"
Half Page Vertical:	3.625" x 9.7634"
Quarter Page:	4.75" x 3.625"



contact:

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VintageKC

