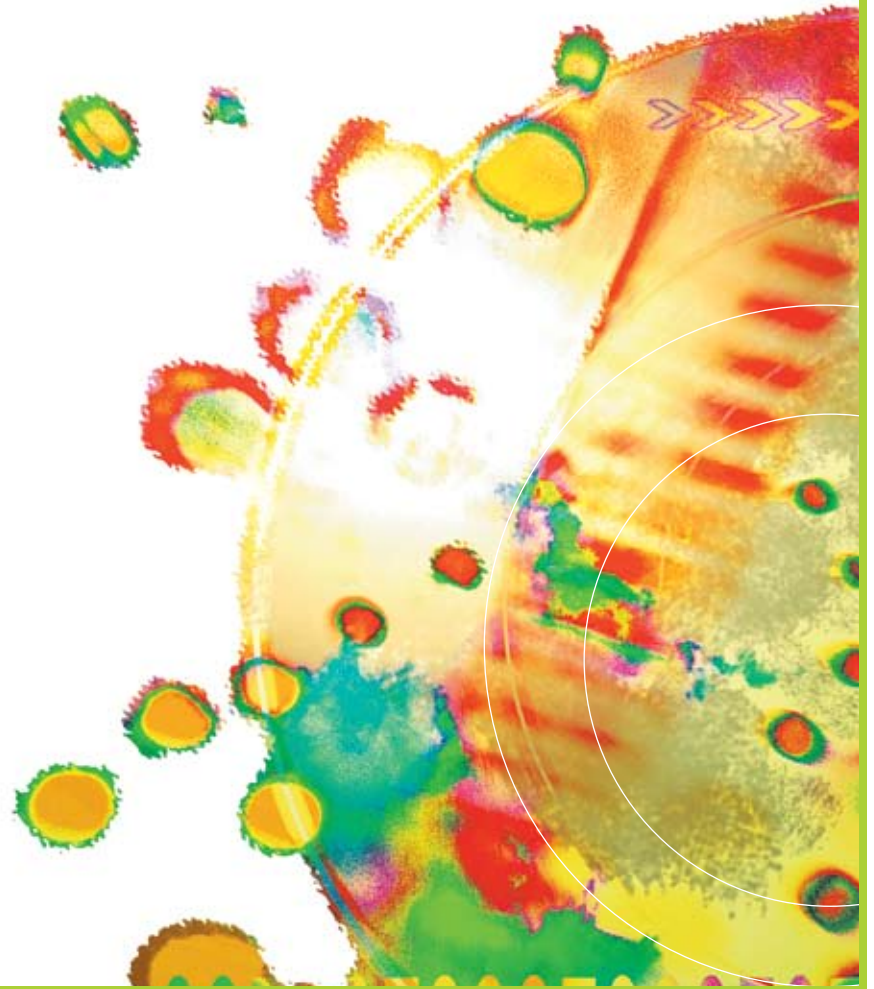




[inkkc.com](http://inkkc.com)





## WHAT IS INK?

Whether you're planning your life or your weekend, draw from Ink, the definitive guide for local young professionals.

Our online and print content informs, entertains and links 21- to 34-year-olds who work and play in Kansas City and the surrounding areas.

Ink spills the latest trends. We'll help you take care of your daytime obligations and nightlife aspirations.

And here's the best part: Ink is produced by smart, sophisticated and connected 20- and 30-somethings who are part of the coveted demographic Ink will help you reach.





Whether your favorite brew comes from a bar or café, raise your mug to a city that stimulates you around the clock.

## Party

Make a splash at the juiciest local events. Ink hunts and gathers the hottest events so you know where to go and shake your cocktail.

## Movies

The latest flick is a click away. Check out [inkkc.com](http://inkkc.com) for showtimes, reviews and celeb gossip.

## Dining

From French gourmet to French fries, cut your culinary teeth on Ink's guide to local restaurants.

## Music

Our music coverage is eclectic as our taste. With album reviews, concert previews and profiles of the bands next door, Ink is your ticket to the best tunes in town.





## FILL YOUR ROLODEX. LIFT WITH YOUR LEGS.

Six degrees of separation? Hardly. With Ink, you'll be so connected that you'll make Kevin Bacon look lonely.



Ink's Web site, [inkcc.com](http://inkcc.com), is the definitive source for 20- and 30-year-olds to stay connected to each other and their community. Stories, photos, blogs, videos and polls change daily, giving advertisers another way to hook up with young professionals.

## ● [inkcc.com](http://inkcc.com)

### Network

Ink introduces you to a diverse group of the city's young leaders and partiers. We'll help fill your work and social calendars.

### Blogs

Local personalities dish on life in KC. Add your own opinions and stories to the mix by BYOB: Bringing Your Own Blog.

### Be In Ink

Be a model. Start a forum. Show us your photos, music, that dorky video you made of your cat sleeping...





## WHAT WE'RE INTO.

A print magazine and Web site by and for 21- to 34-year-olds who live, work and play in Kansas City and Lawrence. We're into what our readers are into.

sports rec pets health  
fitness personal style  
fashion shopping dating  
video games faith money  
cars food art outdoors  
DIY gadgets technology

what we're into

### our ink

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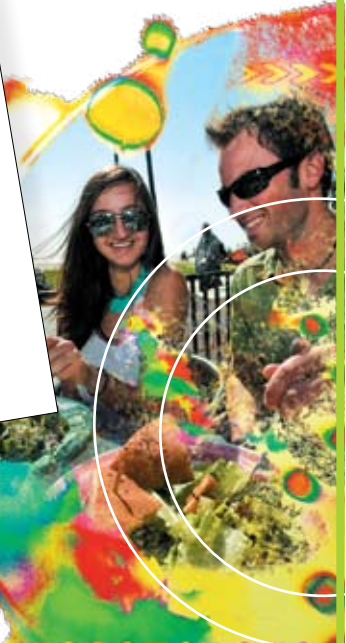


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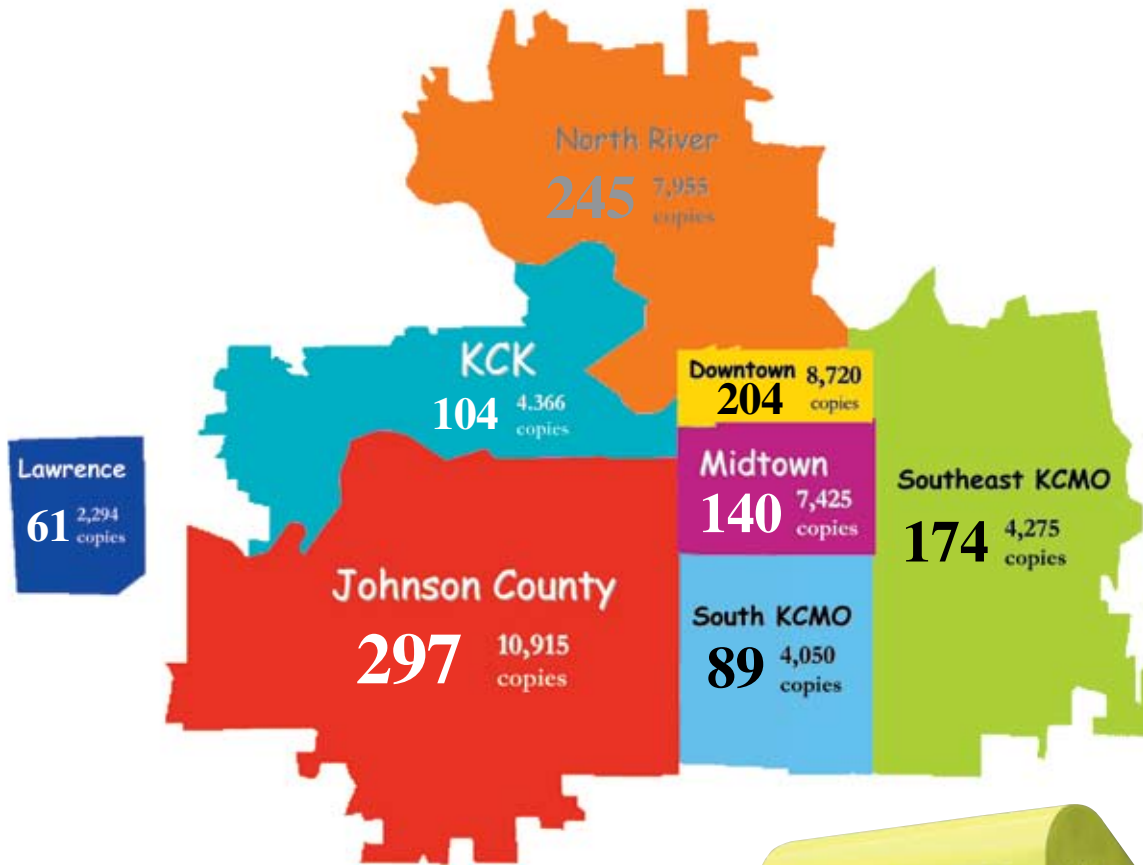


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IT'S NOT BLACK AND WHITE, BUT IT'S READ ALL OVER.



distribution

50,000 copies will be distributed every Wednesday to 1,400 locations throughout the city and its surrounding areas. Distribution will focus on high traffic areas reaching our target age demographic of 21-34-year-olds.

**Indoor racks**

Price Choppers, Sunfresh, HyVees, Hen Houses, Dillons, Walmarts, Blockbuster Videos and 7-11s.

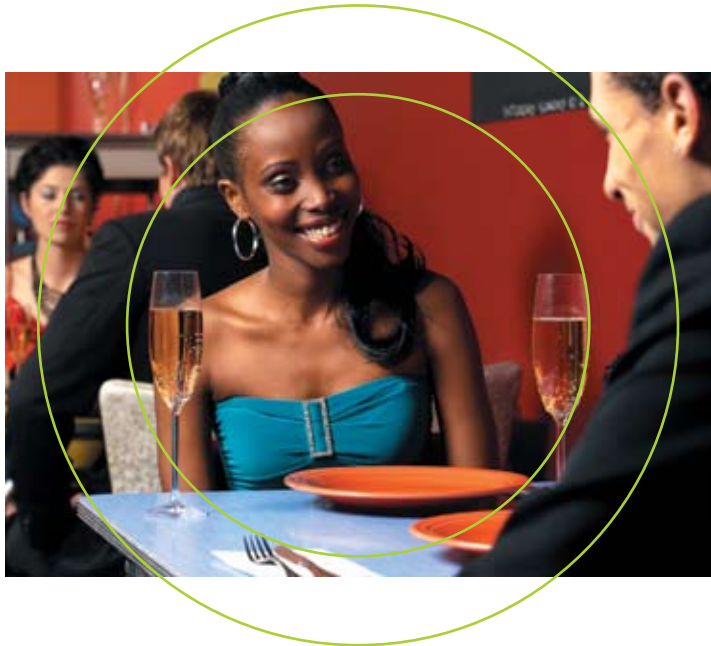
Also restaurants, bars, gyms, coffee shops, entertainment venues, health clubs, convenience stores, gas stations and retail locations.



Highly visible outdoor boxes



Ink draws its readers from the more than 371,000 adults ages 21-34 in the Kansas City area.



**In the money**

3 in 5 have household incomes of \$50K+

**Business-casual is in.**

3 in 5 work in white collar jobs

**In their own digs**

2 in 3 are homeowners

**It's just business.**

3 in 5 are business professionals

**Love and marriage**

There is an even mix of married and single

**Feeling lucky?**

More than 1/3 have played slots in the past year

demographics

# DID YOU KNOW?

**Big spenders.**

Total expenditures in KC exceed \$10 billion

**Fasten your seat belt.**

Over \$1 billion is spent on new and used automobiles in KC

**Shop till you drop.**

\$907 million is spent in clothing purchases a year

**Out to eat.**

\$990 million was spent on eating and drinking out at restaurants last year  
That represents more than 4 out of 5 in the demographic

**Let's get drinks!**

The majority of adults have bought alcohol in the past 30 days which represents \$278 million in KC

**Scene it?**

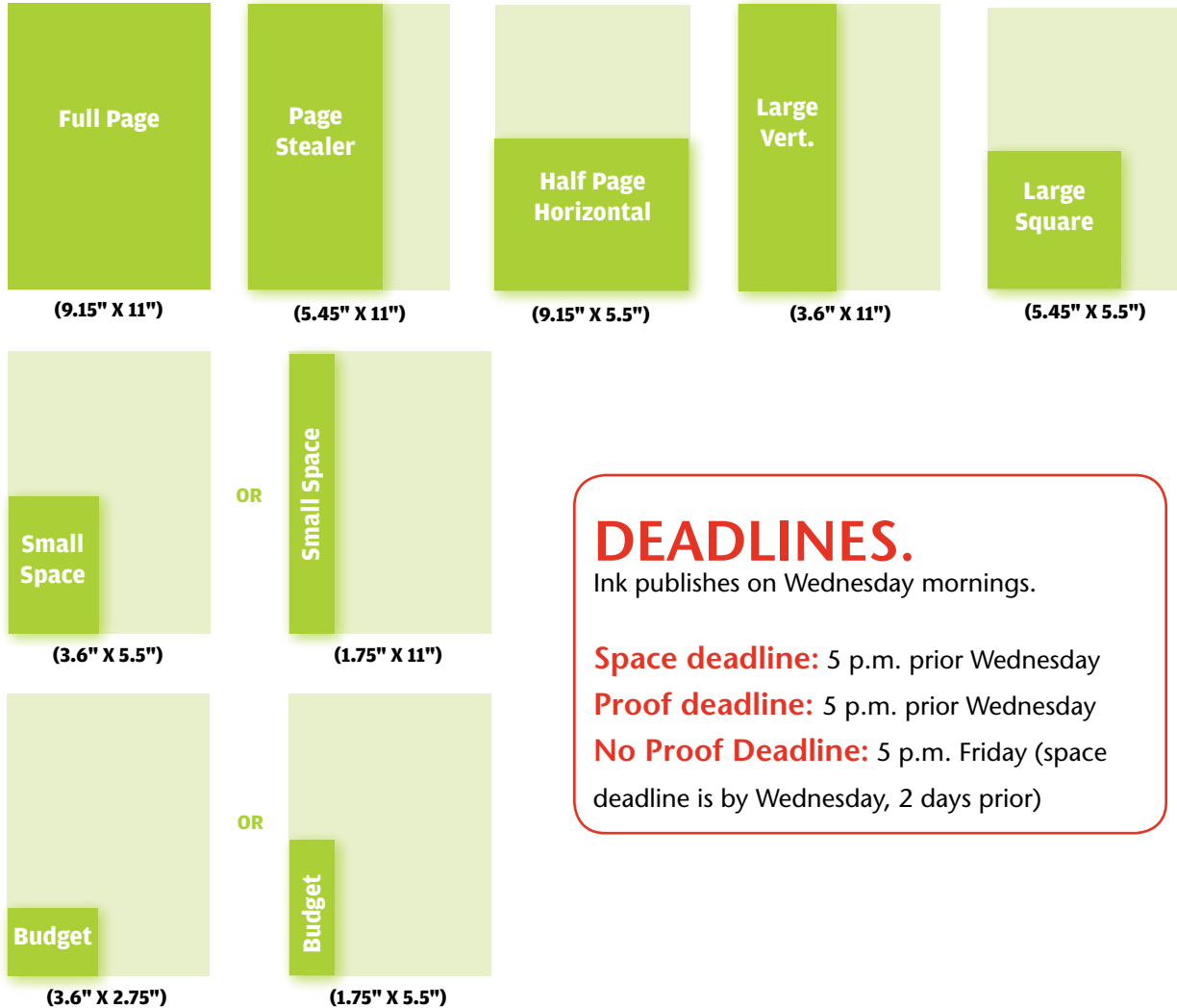
1/3 of young adults attended a movie in the past month





## WORKING OUT THE KINKS.

### recommended sizes



### DEADLINES.

Ink publishes on Wednesday mornings.

**Space deadline:** 5 p.m. prior Wednesday

**Proof deadline:** 5 p.m. prior Wednesday

**No Proof Deadline:** 5 p.m. Friday (space deadline is by Wednesday, 2 days prior)

#### DIGITAL SPECIFICATIONS:

- Ads should be submitted on CDs or by *The Star's* Ad Desk service (see AD SUBMISSION below).
- PDFs created out of InDesign are NOT recommended. Either export file as an EPS, or create a Postscript file, then run through Adobe Distiller.
- We accept files in all Adobe Suite applications up to version CS3 and we accept Quark files up to version 6.5.
- File formats accepted: PDF, EPS, TIF, JPEG, DOC, PS.
- Please include fonts, images and a visual printout of the ad.

- Photo files should be CMYK and at least 240 dpi at publication size. (Files pulled off the web are UNACCEPTABLE as they are generally only 72 dpi and will not print well.) Files submitted as RGB will be converted to CMYK.

#### AD SUBMISSION

- Digitally: Ad Desk is *The Kansas City Star's* free file transfer system. Visit <http://prodservices.kcstar.com> for ad delivery directions. First-time users will be required to complete the registration form to receive a login and password. For step-by-step instructions, click on 'Downloadable Files' under the customer service header, then click on 'Using AdDesk is Easy' for instructions. For ad type and publication/product, please select 'Downtown' from the dropdown menus.