

IN PRINT



the phoenix

NEWSLETTER

The Phoenix Newsletter was started in the 1960s by The Phoenix Society and Community Center as the first LGBT publication in Kansas City. We honor that tradition today with our third year in publication with an 8x a year insert. The Phoenix Newsletter will reach more than 105,000 Ink readers (45,000 copies) with additional 5,000 overruns for extra distribution and restocking around Kansas City and neighboring communities who are LGBT friendly.

THE PUBLICATION WILL FEATURE:

- KC's LGBT history presented by GLAMA
- Feature article on current topic or person
- Appearance, fashion or health article
- Out & About, local events calendar
- Community Spotlight featuring local KC leaders
- Weddings
- Straight Eye
- Other features & departments vary by issue

ONLINE



Publishing Dates & Deadlines:

Publish Date	Space	Creative Due
Feb/March: 1/27	Jan. 12	Jan. 20
April/May: 3/30	Mar. 14	Mar. 23
June/July: 6/1	May 17	May 25
August: 8/3	July 18	July 27
September: 9/7	Aug. 23	Aug. 31
October: 10/5	Sept. 20	Sept. 28
November: 11/2	Oct. 18	Oct. 26
Dec/Jan: 12/7	Nov. 22	Nov. 30

Advertising Rates:

Size	1x	4x	6x
Full	\$1470	\$1170	\$970
Page Stealer	\$1076	\$924	\$812
Half Horiz/Vert	\$955	\$818	\$721
Large Vertical	\$812	\$693	\$614
Quarter	\$620	\$525	\$470
Standard	\$427	\$356	\$325
Budget	\$229	\$183	\$177

THEPHOENIXNEWSLETTER.COM MENU:

- Feature
- Community spotlight
- Dining and entertainment
- Enter to win
- Calendar
- Party pics
- Digital edition

AVAILABLE AD SIZES:

- Rectangles 300x250
- Leader boards 728x90
- Monter ads 300x600
- Sponsorship opportunities

THE PHOENIX NEWSLETTER TARGETS:

- LGBT and allies in the community
- KC metro population 2,393,623
- 5.2% identify as LGBT
- Equates to 124,468 LGBT in KC
- 46% 18-34 in age
- 45% HHI \$50,000+
- 17% HHI \$100,000+
- 50/50 own vs. rent
- 45% married, domestic partner, civil union or cohabitate with significant other

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