



**VIP** WICHITA  
*mag.com*

2017 MEDIA KIT



## Editorial Calendar

Month	Special Section
January	The Bride's Guide
February	Health & Beauty
March	Spring Home & Garden
April	Spring & Summer Fashion
May	The Gentlemen's Issue
June	Academic Scene
July	VIP Pets
August	Travel
September	Fall Fashion
October	Fall Home & Garden
November	A Taste of Wichita
December	Holiday Gift Guide

## Features & Departments

### Editorial Features

Special sections dedicated to topics and industry important in Wichita.

### VIP Profiles

Conversations with Wichita's business owners, community leaders and philanthropists.

### Out & About

Ribbon cuttings, awards, promotions and more.

### Wichita Wears

The latest fashion trends from Wichita boutiques and retailers.

## Event Coverage

VIP Wichita Magazine is packed with coverage of local galas, events and fundraisers.

- Air Capital Classic
- Fashion Passion
- Woofstock

- Polo on the Plains
- Rockin' The Roundhouse
- Autumn & Art
- Shaker Full of Wichita
- Zoobilee

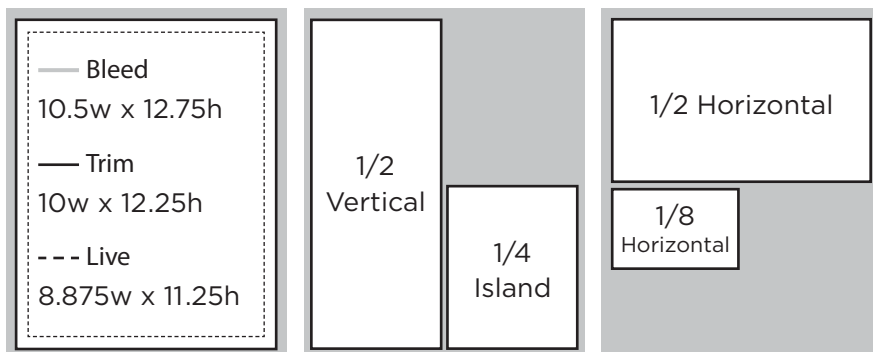


## Rates\*

Ad Size	1x	6x	12x
1/8 Page	\$495	\$425	\$350
1/4 Page	\$695	\$585	\$495
1/2 Page	\$1,150	\$925	\$750
Full Page	\$1,850	\$1,500	\$1,250
Inside Cover			\$1,500
Back Cover			\$1,795

\* Prices are per insertion.

## Ad Sizes



### Full Page

Keep vital information inside the live area. Other items should reach the bleed size.

### 1/2 Vertical

4.3125w x 11.25h

### 1/4 Island

4.3125w x 5.5h

### 1/2 Horizontal

8.875w x 5.5h

### 1/8 Horizontal

4.3125w x 2.625h

## Circulation

VIP Wichita Magazine publishes monthly for a total of 12 issues per year. Magazines are distributed through our own extensive rack distribution system with over 80 locations. An additional 100+ drop locations include medical offices and specialty retail locations. 15,000 + Copies for monthly issues 50,000+ Readers per issue

## Deadlines

All ad material must be submitted by the 15th of each month for the upcoming issue.

For client-supplied ads, space must be reserved by the 15th and camera-ready ads must be submitted by the 15th.

## Mechanics

VIP Wichita Magazine is printed on high quality, bright white, coated paper. We operate in a Macintosh OSX production environment.

### Customer-Supplied Ads

PDF files are preferred. Fonts should be embedded or outlined. Images should be CMYK and at least 300 dpi.

### Ad Material Submitted for Design

EPS or vector files are preferred for logos. All photographs should be high resolution .jpg or .tif files 300 dpi or higher.

## Readership

Gender: 45% Male 55% Female  
 Median Age: 35-45  
 Target Age: Teenagers to Retirees  
 Average Household Income: 20 percent of households earn more than \$100,000 annually  
 Education: Post-Graduate  
 Dine out 3-4 times per month on average  
 Travel 2-3 times times per year on average