

Your Kansas City Guide to Making the Move



MEDIA KIT

KCRELO

KCRELO

Relocation to, and into the Kansas City Metro is HOT!



INTERESTING FACTS

50%



14th



6,130



16,500



The **NUMBER OF PEOPLE LIVING IN THE CENTRAL BUSINESS DISTRICT** has increased about 50 percent, to 20,000, since 2000, according to the Downtown Council of Kansas City.

Overland Park ranks 14th out of the **TOP 25 CITIES IN THE U.S.** where millennials are moving.

APARTMENT DEVELOPERS ADDED MORE THAN 6,130 units from 2002 through 2012, and occupancy is above 95 percent.

Between 2017 and 2018, the **KC METRO ADDED 16,500** people to the population (net).

Source MARC



KCRELO Magazine will increase your marketshare.



1 UNIQUE: No other newcomer/new mover publication delivers more real estate offerings or comprehensive information about the metro area including entertainment, culture, restaurants, shopping and guide to livability. The Kansas City metro is truly a hidden gem with a story that needs to be told.

2 SHELF LIFE: A single issue of **KCRELO Magazine** has a shelf life of four to five months. It is a coffee table magazine that people reference over and over. Your ad campaign will be seen many times. Readers keep it and rely on it for relevant information found nowhere else

3 WELL-BRANDED PUBLICATION: **KCRELO Magazine** has been serving people moving into and around the Kansas City Metro for years. It is a reliable resource of information that can't be found elsewhere.

4 BUYERS GUIDE: Influence newcomers and new movers before they make purchasing decisions. Our readers are hungry for information and view advertisements in **KCRELO Magazine** as valuable information.

5 CREDIBILITY: Advertising in **KCRELO Magazine** is believable and new homeowners act on what they see in the publication and online.

6 RANKS HIGH IN SEARCH ENGINES: Just type Relocating Kansas City and **KCRELO Magazine** ranks in the top three.

7 INCREASE YOUR MARKET SHARE: **KCRELO Magazine** is the Only Relocation Guide for people moving to and around the Kansas City Metro.

CIRCULATION & DISTRIBUTION

Nothing beats the flip of a page

KCRELO Magazine is the largest and most respected relocation publication serving the Kansas City area. In addition to providing useful information that assists newcomers in quickly adjusting to the area, **KCRELO** features prominent businesses, services, merchants and organizations that the newcomer may find especially helpful.

KCRELO Magazine is a valuable resource for people moving to the metro and for residents moving around the metro.



Distribution

KCRELO's extensive distribution includes local area Chambers of Commerce, the top real estate offices and relocation services throughout the Kansas City Metropolitan area, extended stay hotels, new home subdivisions, financial institutions, high traffic retailers, select trade show and a host of other targeted locations.

- Real estate offices and relocation services
- KC Metro Chambers of Commerce
- Select trade shows
- Extended Stay Hotels
- Corporate relocation departments
(See next page for list)
- Financial institutions
- High traffic retailers
- High traffic grocery stands



KCRELO is published three times a year— Spring, Summer and Fall. 30,000 readers annually in print with a print/digital readership of over 200,000 per year.



KCRELO is distributed through chambers of commerce, real estate offices, corporate relocation offices, extended stay hotels and entity's serving the Greater Kansas City Relocation market.

CORPORATE PARTNERS



We are proud to provide the following companies with copies of **KCRELO** Magazine to use as a tool to attract the top talent in the country. These companies are scouting talent from entry level to C-Suite, with average income levels of \$80,000 annually.

The Kansas City metro has much to offer, from arts to sports, entertainment and places to live. **KCRELO** Magazine and KCRELOmag.com is the best source for comprehensive information about the metro.

Corporate Relocation Partners:

- Cerner
- Black & Veatch
- Burns & McDonnell
- Children's Mercy
- Garmin
- Henderson Engineers
- Saint Luke's Health System
- Truman Medical Center

- C2F0
- YRC Worldwide
- KBP Foods
- Kansas City Regional Association of Realtors
- University of Kansas Medical Center

KCRELO is actively working to add new partners on a regular basis. We will update the list as partners are added!

ADVERTISING RATES & SIZES



SPECIAL POSITIONS:

Cover #1 – \$3295
Cover #2 – \$2500 (IFC)
Cover #3 – \$2500 (IBC)
Cover #4 – \$3295 (BC)

DOUBLE-PAGE SPREAD

Bleed: 18" x 11.125"
Trim: 17.75" x 10.875"
Live Area: 16.75" x 9.875"

FULL PAGE

Bleed: 9.25" x 11.125"
Trim: 8.875" x 10.875"
Live Area: 7.875" x 9.875"

2/3 VERTICAL

4.93" x 9.75"

1/2 HORIZONTAL

7.875" x 4.75"

1/3 VERTICAL

2.35" x 9.75"

1/4 VERTICAL

3.64" x 4.75"

1/8 PAGE

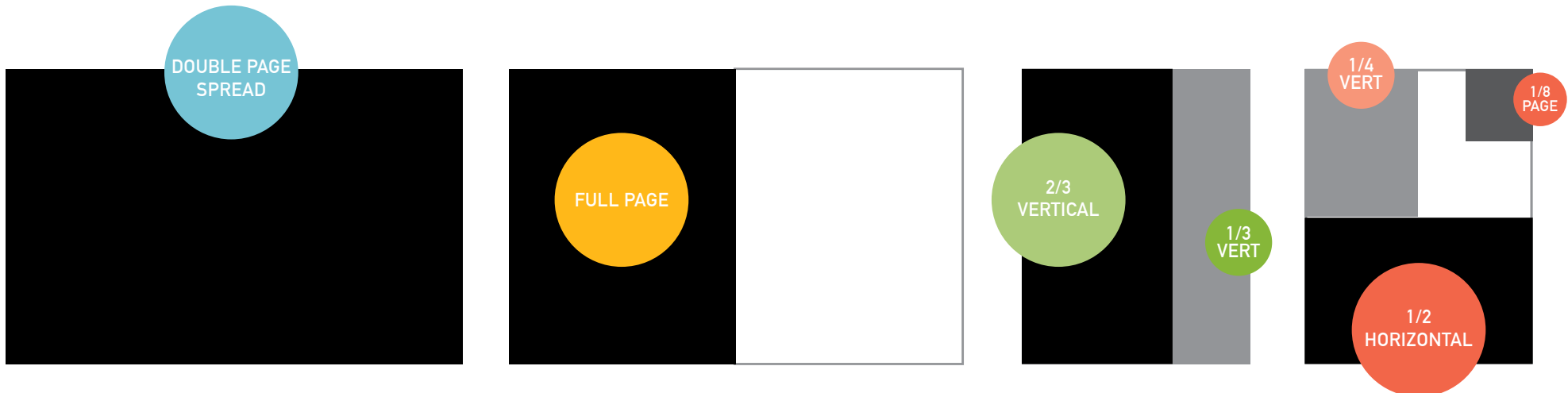
4.93" x 2.25"



All creative should be submitted at 300 dpi resolution as either JPEG or Press-Quality PDF.

AD SIZE	1x	3x	6x
Double-Page Spread	\$3,495	\$2,995	\$2,795
Full Page	\$2,695	\$2,195	\$1,995
2/3 Vertical	\$1,895	\$1,695	\$1,495
1/2 Horizontal	\$1,495	\$1,295	\$1,095
1/3 Vertical	\$995	\$795	\$595
1/4 Vertical;	\$795	\$595	\$495
1/8 Page	\$595	\$395	\$295

All rates are per insertion

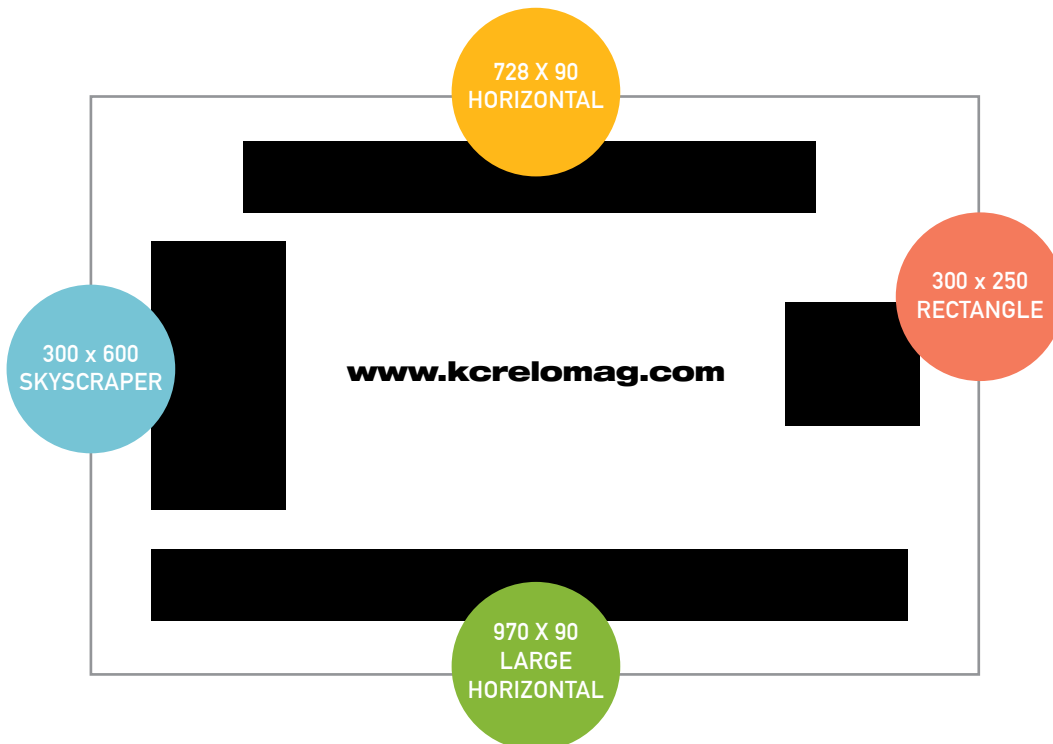


DIGITAL ADVERTISING RATES

AD SIZE	MONTHLY COST
300 x 600 Skyscraper	\$400
970 x 90 Large Horizontal	\$300
728 x 90 Horizontal	\$250
300 x 250 Rectangle	\$250
Locator Guide Listing <i>Includes photos, video contact information and content</i>	\$200

- All rates are net.
- Non-profit rate 65% of contract rate.

Highly impactful digital units reach your target audience with impactful and unique messaging on www.kcrelomag.com



Locator Guide Example:
[www.kcrelomag.com/
listing/summit-homes](http://www.kcrelomag.com/listing/summit-homes)

All Star Package

PRINT - KCRELO Magazine

- Full Page Ad – 3 Issues – 12 months coverage
— \$1995 per insertion – 3 Issue total: \$5985

DIGITAL - www.kcrelomag.com

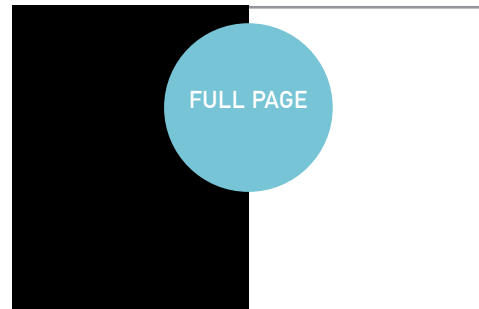
- 300 X 600 Skyscraper ad - 12 months on site
— 12-month total - \$3600

BONUS

- Locator Guide Listing – 6 months (\$1200 Value)
- Package includes two feature articles to be published on the Website
— (Client supplies photos - writer will be assigned for the interview at no charge)
- Also includes social media posts

Standard Rate Card Value: \$11,084

Discounted Package Investment: \$9,585



Premier Package

PRINT - KCRELO Magazine

- Full Page Ad – 3 Issues – 12 months coverage
— \$1995 per insertion – 3 Issue total: \$5985

DIGITAL - www.kcrelomag.com

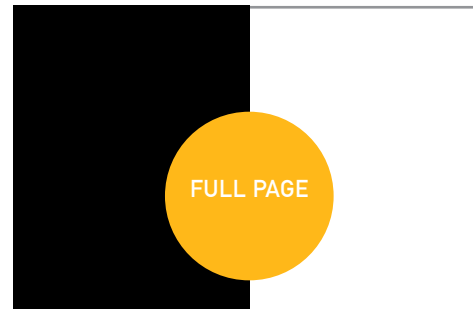
- 300 X 600 Skyscraper ad - 6 months on site
— 6-month total - \$1800 (Client selects months on site)

BONUS

- Locator Guide Listing – 6 months (\$1200 Value)
- Package includes two feature articles to be published on the Website:
— (Client supplies photos - writer will be assigned for the interview at no charge)
- Also includes social media posts Standard

Rate Card Value: \$9,885

Discounted Package Investment: \$7,785



Blockbuster Package

PRINT - KCRELO Magazine

- Half Page Ad – 3 Issues – 12 months coverage
— \$1095 per insertion – 3 Issue total: \$3285

DIGITAL - www.kcrelomag.com

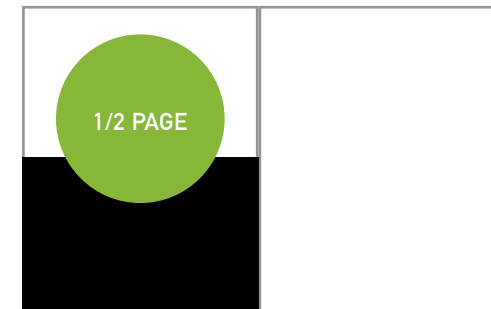
- 300 X 250 Rectangle ad - 6 months on site
— 6-month total - \$1200 (Client selects months on site)

BONUS

- Locator Guide Listing – 6 months (\$1200 Value)
- Package includes two feature articles to be published on the Website:
— (Client supplies photos - writer will be assigned for the interview at no charge)
- Also includes social media posts

Standard Rate Card Value: \$6,585

Discounted Package Investment: \$5,085



For more information

Digital Site: www.kcrelomag.com



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MEDIA KIT

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