




# **KANSAS LIVING MARKETING OPPORTUNITIES**

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

# KANSAS LIVING TEAM

We share the stories of Kansas farmers, food, events and attractions.

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

Kansas Farm Bureau  
2627 KFB Plaza  
Manhattan, KS 66503



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## Meagan Cramer

Director of Communications  
and Marketing  
[cramerm@kfb.org](mailto:cramerm@kfb.org)

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## Sheridan Wimmer

Assistant Director of Communications  
Editor of printed *Kansas Living*  
[wimmers@kfb.org](mailto:wimmers@kfb.org)

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## Sandi Cowdin

Assistant Director of Marketing  
Advertising manager for printed  
*Kansas Living*  
[cowdins@kfb.org](mailto:cowdins@kfb.org)

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## Greg Doering

Writer  
[doeringg@kfb.org](mailto:doeringg@kfb.org)



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# KANSAS LIVING MAGAZINE

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## **The stuff we have to say:**

We know advertising is important. You want to grow your business and reach the right people. So do we. That is why we reserve the right to deny advertising opportunities to those who may not fit the audience of Kansas Living and its parent company, Kansas Farm Bureau. We would love for you to become part of our world (sorry, Aladdin snuck in there) and we welcome questions and different viewpoints and opportunities. Please reach out to us to ask further questions if you have a mutually beneficial idea.



# KANSAS *living*

SUMMER 2020

Farm-to-School  
**Lunch Program**

Grilled Pizza  
**For Dinner**  
(Or Dessert)

Dairy  
**Delights**

 KANSAS FARM BUREAU

# 2023 Advertising Information for Kansas Living

A publication of Kansas Farm Bureau  
2627 KFB Plaza • Manhattan, KS 66503

Circulation: 106,000  
Readership: 212,000

**ISSUE AND AD DEADLINE:** Ads must be turned in by these deadline dates.

Issue	Insertion order deadline	Materials Deadline	Magazine Delivery Date
Spring 2023	November 28, 2022	December 5, 2022	February 3, 2023
Summer 2023	March 1, 2023	March 6, 2023	May 5, 2023
Fall 2023	May 30, 2023	June 5, 2023	August 4, 2023
Winter 2023	August 29, 2023	September 4, 2023	November 3, 2023

## Prices

	Black & White	Color
Sixth page	\$715	\$1,100
Quarter page	\$935	\$1,320
Third page	\$1,320	\$1,650
Half page	\$2,090	\$2,310
Two-thirds page	\$2,750	\$2,970
Full page	\$3,850	\$4,070
Inside cover	\$4,840	\$4,950 <b>FILLED FOR 2023</b>
Back cover	\$5,280	\$5,390

## Inserts (4 page, 100# provided by advertiser\*)

Stitched in	\$5,500
Glue-tipped	\$14,300
Polywrap	\$19,800

## Annual Multiple Insertion Discounts

Two times	10% discount
Three times	15% discount
Four times	25% discount

## Submission

We accept high-resolution PDFs with fonts embedded via email.

## Contacts

Sandi Cowdin • Assistant Director of Marketing  
(785) 587-6119 • [cowdins@kfb.org](mailto:cowdins@kfb.org)

# 2023 Advertising Information for Kansas Living

Magazine Trim Size: 8 3/4" (w) x 10 3/4" (h)

## Ad Sizes

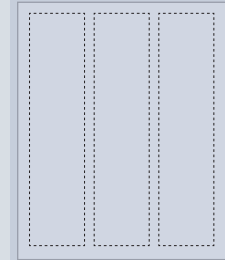
### Full Page

No bleeds  
Live image area is:  
**7 1/8" (w) x 9 3/4" (h)**



### Full Page

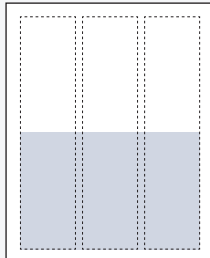
With bleeds ·  
Live image area is:  
**7 1/8" (w) x 9 3/4" (h)**



Bleeds must be 1/8" at top, bottom and outside edge of page.

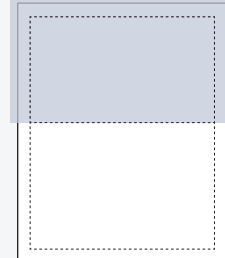
### Half Page

No bleeds  
Live image area is:  
**7 1/8" (w) x 4 3/4" (h)**



### Back Half Page

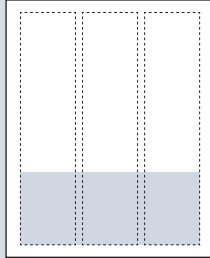
No bleeds ·  
Live image area is:  
**8" (w) x 5 3/4" (h)**  
With bleeds ·  
Live image area is:  
**8 3/8" (w) x 6 1/4" (h)**



Bleeds must be 1/8" at top, bottom and outside edge of page.

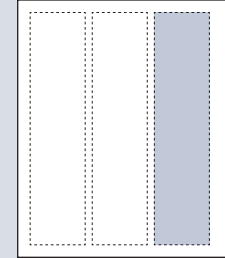
### Third Page

Suggested/Preferred  
No bleeds  
Live image area is:  
**7 1/8" (w) x 3 1/4" (h)**



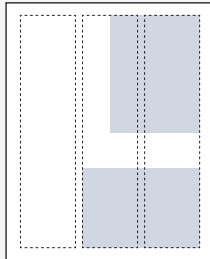
### Third Page

No bleeds  
Live image area is:  
**2 1/4" (w) x 9 3/4" (h)**



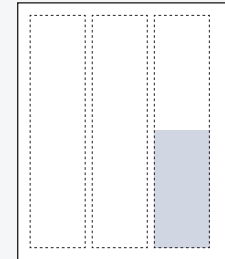
### Quarter Page

Suggested/Preferred  
No bleeds  
Live image area is:  
**3 3/8" (w) x 4 3/4" (h) or**  
**4 5/8" (w) x 3 1/2" (h)**



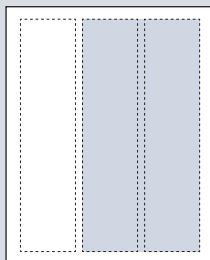
### Sixth Page

No bleeds  
Live image area is:  
**2 1/4" (w) x 4 3/4" (h)**



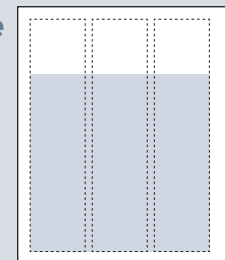
### Two Thirds Page

Vertical · No bleeds  
Live image area is:  
**4 5/8" (w) x 9 3/4" (h)**

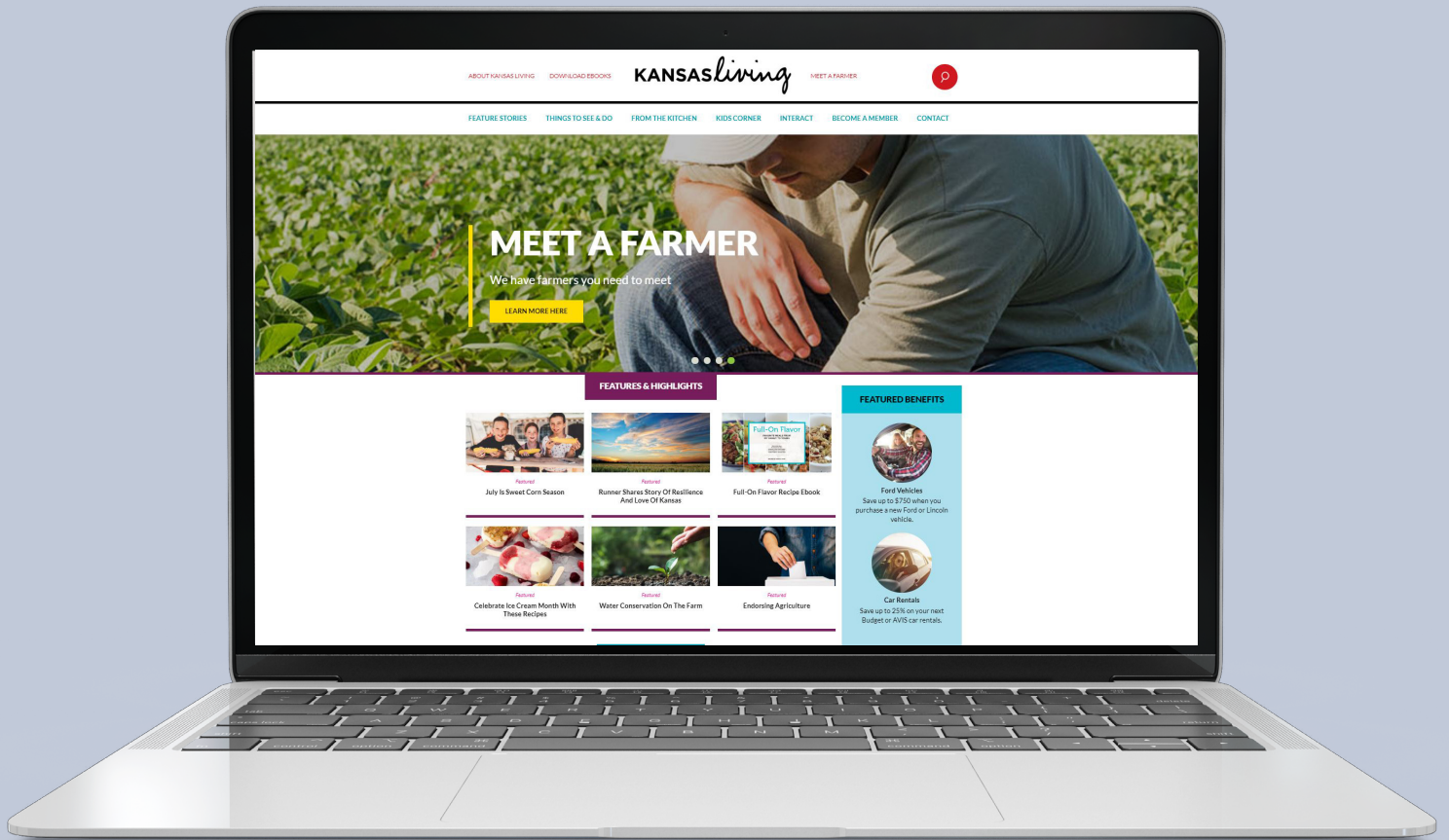


### Two Thirds Page

Horizontal · No bleeds  
Live image area is:  
**7 1/8" (w) x 6 1/2" (h)**



# KANSAS LIVING WEBSITE





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## Featured Article

Contribute a featured article to appear on the Kansas Living website. Content must be applicable to our readership, appropriate and follow Kansas Living guidelines.

### Requirements

- Must be written in AP style with minimal grammatical errors. Editor has the right to change necessary errors.
- Copy, images and bio of the author is required.
- Blog article must not exist elsewhere.
- Social post possible if it fits with Kansas Living marketing strategy and calendar.

### Cost

- \$50 for 200 words

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## Event or Attraction Listing

Contribute an event or attraction Kansas readers should know about to appear on the Kansas Living website. Content must be applicable to our readership, appropriate and follow Kansas Living guidelines.

### Requirements

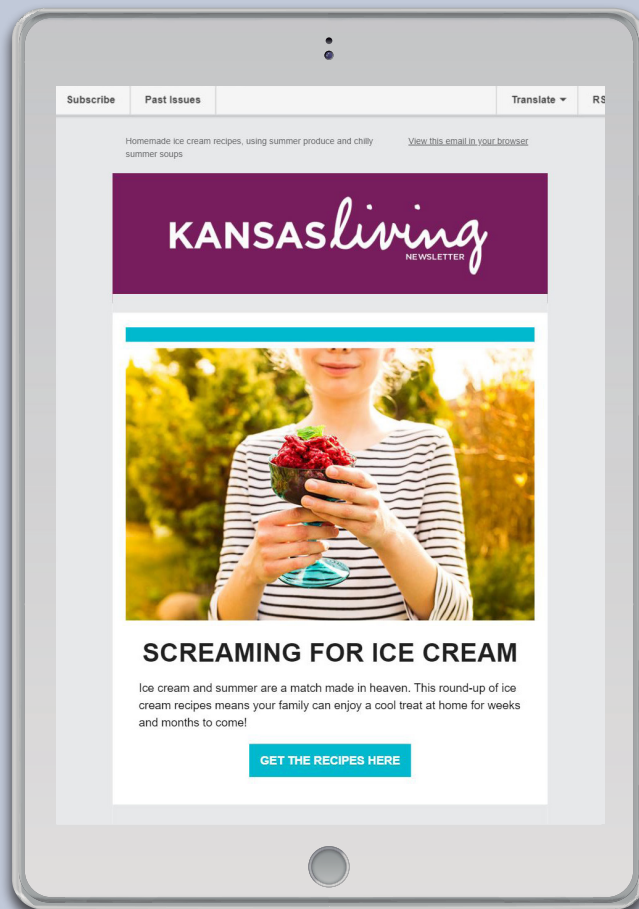
- Must be written in AP style with minimal grammatical errors. Editor has the right to change necessary errors.
- Copy and images required.
- Social post possible if it fits with Kansas Living marketing strategy and calendar.

### Cost

- \$25 per event or attraction

At this time, we do not accept opportunities for display advertisements.

# KANSAS LIVING E-NEWSLETTER



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**Kansas Living has extra articles on its website, [kansaslivingmagazine.com](http://kansaslivingmagazine.com). Each month, a collection of stories is sent via Mailchimp to more than 3,000 subscribers.**

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Analytics as of September 2022

Open rate: 35.7%

Click through: 5.7%

## **Featured Article, Event or Attraction in Newsletter**

Contribute an event, attraction or feature article for Kansas readers to appear within the Kansas Living e-newsletter. Content must be applicable to our readership, appropriate and follow Kansas Living guidelines.

### **Requirements**

- Must be written in AP style with minimal grammatical errors. Editor has the right to change necessary errors.
- Cop and images required.
- Social post possible if it fits with Kansas Living marketing strategy and calendar.

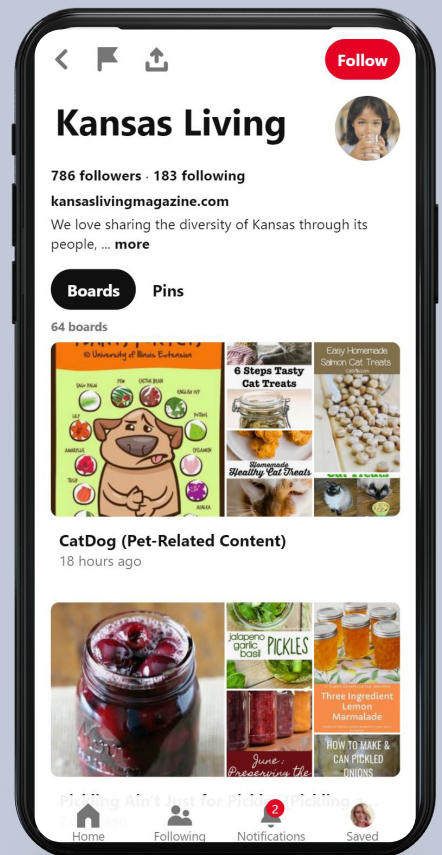
### **Cost**

- \$50 per event, attraction and/or feature. Limit 2. First come, first serve.
- \$75 per event, attraction and/or feature if also hosting on the Kansas Living website. Limitations apply.

### **Deadline**




- E-newsletter is sent the first Wednesday of each month.
- Deadline for materials is two weeks prior to each e-newsletter.

# KANSAS LIVING SOCIAL MEDIA PROMOTION



**Kansas Living has a presence on Facebook, Instagram and Pinterest.  
Use our accounts to promote your event, attraction or featured article.**

## **KANSAS LIVING ACCOUNTS**

-  Facebook: [facebook.com/kansaslivingmagazine](https://facebook.com/kansaslivingmagazine)
-  Instagram: [instagram.com/kansaslivingmagazine](https://instagram.com/kansaslivingmagazine)
-  Pinterest: [pinterest.com/ksfarmbureau](https://pinterest.com/ksfarmbureau)

## **Article, Event or Attraction Post:**

- If an event post, due 2 weeks before the date of event.
- Social copy and high-resolution image with no text required. Remember your hashtag and include #kansaslivingmag.
- If submitting a Pinterest post, please create it to be 1,000 x 1,500 pixels.

### **Cost**

- \$25 per event, attraction and/or feature.
- For organic reach only



# KANSAS LIVING CONTACTS



## For Kansas Living Printed Advertising

### **Sandi Cowdin**

Assistant Director of Marketing  
Advertising manager for printed  
*Kansas Living*  
cowdins@kfb.org

## For Kansas Living Social Media

### **Sheridan Wimmer**

Assistant Director of Communications  
Editor of printed *Kansas Living*  
wimmers@kfb.org

## For Kansas Living Website and/or E-Newsletter

### **Meagan Cramer**

Director of Communications  
and Marketing  
cramerm@kfb.org

### **Sheridan Wimmer**

Assistant Director of Communications  
Editor of printed *Kansas Living*  
wimmers@kfb.org

