INSPIRED KONCEPTS
2017

ABOUT INSPIRED KONCEPTS //
Inspired Koncepts is a targeted media company that provides local positive and inspiring information to over 100,000 readers monthly in the Wichita area. This strategically aligned organization delivers a targeted media solution for businesses through print publications, websites, event marketing and custom publishing.

SPLURGE! MAGAZINE //
SPLURGE! is the premier lifestyle, people and fashion magazine in Wichita. It publishes on the first of every month. We distribute 20,000 copies to over 200 strategic locations throughout Wichita including all of the area Dillon's stores with a readership of 70,000 people. SPLURGE! primarily targets the female and reaches an educated and upscale audience. There is something for everyone in Splurge as we cover living, shopping, dining, playing and the home in Wichita. SPLURGE! is committed to quality content and design and enjoys featuring local and positive information about the Wichita community. Our 148-page magazine provides an excellent environment to serve our advertisers needs.

ADDITIONAL OPPORTUNITIES //
Inspired Koncepts also offers Custom Publishing services, opportunities to highlight your business or event on SplurgeMag.com and Splurge Facebook as well as providing turnkey Event Marketing for your upcoming event. Call today to take advantage of our unique resources, partnerships and expertise.

12950 EAST 13TH ST. N., WICHITA, KS 67230
316.267.3678 | INFO@INSPIREDKONCEPTS.COM

SPLURGE!

EDITORIAL CALENDAR 2017

JANUARY
- Wichita Weddings
- Lives Well Lived
- What's New in 2016

FEBRUARY
- Go Red For Women
- Valentine Gift Guide
- Love Is In The Air

MARCH
- March Madness
- Gardening Guide
- Weather Awareness

APRIL
- Spring Fashion
- Spring Essentials
- Autism Awareness

MAY
- Summertime Fun
- Mother's Day Gift Guide
- Special Kids

JUNE
- All About Him
- Summer Nights
- Father's Day Gift Guide

JULY
- Trends In Higher Education
- Proud To Be An American
- A Spark of Kindness

AUGUST
- Women In Business
- Trends In Primary and Secondary Education
- Staycations

SEPTEMBER
- Fall Fashion
- Autumn & Art
- Dining from A-Z

OCTOBER
- Ghost Hunters
- OCTO-BRRR!
- Coats For Kids

NOVEMBER
- I Am Thankful
- Holiday Gift Guide – Part I
- Give Back

DECEMBER
- Naughty or Nice
- Holiday Gift Guide – Part II
- Our Cover, Your Kid Winner

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ADVERTISING RATES 2017

AD SIZE	MONTHLY RATE	SIX MONTH RATE	ANNUAL RATE
Back Cover			$1,800.00
Inside Front	$2,000.00	$1,600.00	$1,400.00
Inside Back	$1,800.00	$1,400.00	$1,300.00
Full Page	$1,500.00	$1,375.00	$1,250.00
*2/3 Page	$1,100.00	$1,000.00	$900.00
1/2 Page	$780.00	$705.00	$650.00
*1/3 Page	$570.00	$510.00	$475.00
1/4 Page	$450.00	$405.00	$375.00
1/8 Page	$250.00	$225.00	$200.00

ISSUE	MATERIALS DUE
January	Dec. 19
February	Jan. 20
March	Feb. 17
April	Mar. 21
May	April 19
June	May 17
July	June 21
August	July 19
September	Aug. 22
October	Sept. 20
November	Oct. 20
December	Nov. 17

All issues will be fully distributed by the 1st of every month.

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SPLURGE!

ADVERTISING SPECIFICATIONS 2017

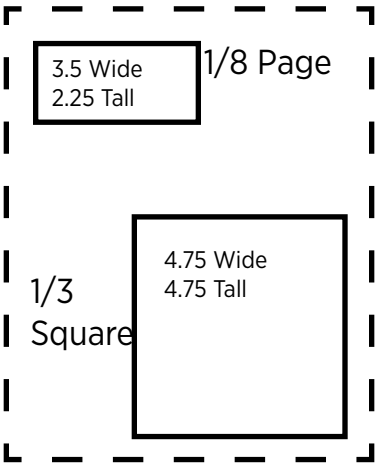
Whether ads are made by SPLURGE! or by our advertisers they must follow specifications to meet printing requirements. Any questions about ad specifications can be directed to our design/production staff at splurgewichita@gmail.com.

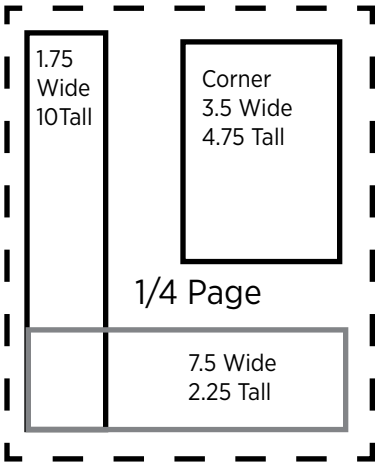
SUBMITTED ADS/IMAGES

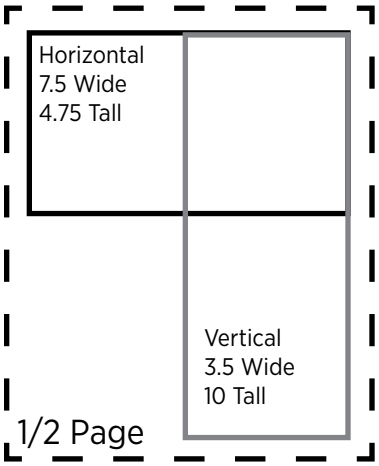
- All Ads should have a minimum resolution of 300 dpi (dots per inch) at final output size.
- All fonts should be converted to art/paths. Ads must be in CMYK color format.
- Ads will only be accepted in .pdf, .jpg, or .tif formats.
- For Full Page Ads, all live content intended to print must be kept at least .25" inside Trim size.

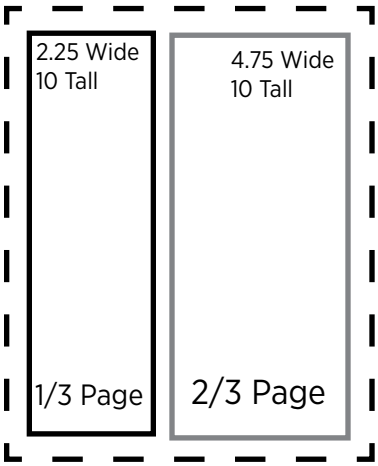
MATERIALS FOR ADS/IMAGES

- All high-resolution images must be included. Accepted formats are .tiff and .jpg at 300dpi of output size.
- Do not embed images in MS Word or any other files.
- Art and logos should be vector based files.









Full Page
BLEED:
8.625 x 11.125

TRIM:
8.375 x 10.875

LIVE AREA:
7.875 x 10.375

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ADDITIONAL OPPORTUNITIES

CUSTOM PUBLISHING //

Because we have excellent designers, writers, photographers, printing relationships and publishing expertise we can offer a well-priced, customized solution to any of your publishing needs.

SPLURGEMAG.COM //

Ask your account executive about opportunities to advertise and directly link to your website on our home page or on the Live, Shop, Dine, Play or Home channels. We also have premium sponsorships of high-traffic features such as Local Faces and Fashion.

SPLURGE FACEBOOK FAN PAGE //

Our Facebook Fan Page offers weekly posts, event information, event photos and video and much more for our partners.

EVENT MARKETING //

We offer a customized, turnkey approach to your event through combining our food, beverage and venue partners along with strong promotion utilizing our advertising products and advertising partners.

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