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520 W. 103rd St. | #176 | KCMO 64114 | twelve@kcsoul.com

A Division of HGE Marketing, LLC



TWELVE
MAGAZINE

xii

FOR
CONNOISSEURS
AND
CONSCIOUS
LIVING

An HGE Enterprise



KANSAS CITY



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TWELVE MAGAZINE

Welcome to TWELVE, KC's new urban lifestyle magazine, or as we describe it, "For Connoisseurs and Conscious Living". Though we show various sides of KC, as the tagline suggests, we showcase higher living, revealing fine foods, styles and experiences, and educating others on this lifestyle. "Conscious Living" describes "awareness", informing readers of important issues from politics, to career and community.

WHY THEY READ TWELVE

TWELVE is the portal to Kansas City, through the eyes of Urban/African-American Kansas City. Discover the tastes, sounds, events and vibe throughout the city. Residents and travelers will leverage TWELVE to make decisions when planning visits, shopping and seeking resources. TWELVE signifies the issues per year and is a symbol of time, representing "timely" information and news.

UNIQUE

We've designed TWELVE to be a combination of experiences, not a finite publication. This starts with TWELVE being available online for digital reading, taking advantage of today's laptop, tablet and mobile phone technology. TWELVE is also available in print, distributable across the country.

The TWELVE experience further extends to the LIVE space, as we host monthly events — from mixers and parties to networking forums — that mirror much of the content of the magazine, making TWELVE truly interactive.

TARGET

The tagline, "For Connoisseurs and Conscious Living" aptly describes our target, the sophisticated urban professional, generally in the age range of 25-60. The content varies from business and fashion to hip-hop



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and nightlife, truly reflective of “life” for many of our core readers, KCs most progressive, and highly educated.

REACH

We’re focused on Kansas City and available worldwide. Our reach starts with our parent media platform, KCSoul.com, whose visitors can reach as high as 40,000 monthly. Where kcsoul.com is home for KC’s urban events and directories, TWELVE now delivers the people and businesses behind KC. It’s available online and by mobile device. TWELVE and its content is also featured in SoulConnection emails—a bi-weekly email blast for urban Kansas City, reaching approximately 6,000 standard subscribers and up to 10,000 for special campaigns. The digital experience includes social media—including Facebook, Twitter and more.

The print magazine further extends the reach to shops, salons and other businesses across the city, as well as directly to individual readers. The live events round out exposure to generally 200-500 guests who can interact with a brand through onsite collateral or product placement.

Still Going. You’ll find content from TWELVE in our affiliate media, sites and events, including CentralGiving.com, where gift providers and event suppliers will be featured.

STANDARD CATEGORIES	EDITORIAL FEATURES (subject to change)
STYLE	JANUARY – NEW BEGINNINGS
INSPIRATION	FEBRUARY –BLACK HISTORY LOVE TECH
PEOPLE TO WATCH	MARCH – WOMEN’S HISTORY
TASTE-FEATURE DRINK OR FOOD	APRIL – POETRY/MONEY
PLACES-FEATURE VENUE	MAY – CAREER/MOM
SCENE-URBAN EVENTS	JUNE – MUSIC
GALLERY-PHOTO REVIEW	JULY – FOOD/FAMILY
IMPROVEMENT	AUGUST – BACK TO SCHOOL
STAGE-MUSIC/PERFORMANCE	SEPTEMBER – KC CHIEFS-RED ISSUE
RETAIL/GIFTS	OCTOBER – SUCCESS/CAREER
BUY GUIDE-BIZ DIRECTORY	NOVEMBER – GIVING
	DECEMBER – HOLIDAY/FAITH



TWELVE MAGAZINE KC RATES

MONTHLY: Ads/Content due Last Friday | Live Event on First Friday | Official Issue-2nd Friday

<p>TOTAL PKG-incl. Full Pg Mag. Ad \$175 (\$125 Full pg ad only; \$200 cover)</p> <ul style="list-style-type: none"> ▪ Social Media Ad Post—Weekly Facebook and TwitPic for one month. ▪ Online banner ad rotation through following month on kcsoul.com and Twelve Magazine microsite, twelvekc.com ▪ Email Ad on SoulConnection newsletter (6,000 reach) ▪ One Magazine Business Guide Listing ▪ Article/Advertorial ▪ Recognized as an Event Host in live edition ▪ Provide Tip for next month issue <ul style="list-style-type: none"> ○ SAVE another \$30. BIRTHDAY DRAWINGS SPONSOR! --Provide 2 Giveaways—Min. \$20 value each. 	<ul style="list-style-type: none"> ▪ BIRTHDAY DRAWINGS! SAVE another \$15—Provide 1 Prize—Min. \$20 value. <p>Gifts & Gadgets Feature Photo Themed photo displaying your product, gift certificate or similar item. \$20 per product (discount for multiple products featured)</p> <p>Business Guide Listing Name and contact info listing. Includes direct click capability for readers to visit your web or email in digital magazine. \$10 per issue. \$5 per issue with 6 month commitment and for businesses listed on kcsoul.com.</p>
<p>PLATINUM PKG- incl. Half Page Pg Mag. Ad \$85 (\$60 half pg ad only)</p> <ul style="list-style-type: none"> ▪ FB Ad Post for one month. ▪ Email Ad on SoulConnection newsletter (6,000 reach) ▪ One Magazine Business Guide Listing ▪ Article/Advertorial ▪ Recognized as Event Host in featured edition 	<p>Magazine Issue Launch Video (FRI after launch) Promo video from the live launch event, announcing issue. People, interviews.</p> <ul style="list-style-type: none"> ▪ :15 rec at event \$20/on location \$30 ▪ :30 rec at event \$40/on location \$50 <p>Design & Development Services</p> <ul style="list-style-type: none"> ▪ Web Ad Banners \$25 ▪ Print Ad \$150 ▪ HD Video Commercial \$275
<p>GOLD PKG—incl. 1/4 Pg Mag. Ad \$45 (\$30 1/4 Pg ad only)</p> <ul style="list-style-type: none"> ▪ FB Ad Post for one month. ▪ Email Ad on SoulConnection newsletter (6,000 reach) 	<p>CUSTOMIZE-Celebrate special occasions with a personalized edition of TWELVE \$175 Custom Cover-your photo, headlines \$175 Add four pages of custom content</p>

All ads subject to the content and quality approvals by the TWELVE Magazine staff.

ALSO AVAILABLE! Live Event Sponsorships

Product placement, vendor booths, live announcements, branding, product giveaways. Email: twelve@kcsoul.com



MONTHLY: Ads/Content due 15TH | Issue Release-First Friday of First Full Week of the Month

INSERTION ORDER For issue date (Standard 1st Fri) _____

Company Name _____ Date _____

First Name _____ Last Name _____

Street Address _____

City, State, Zip _____

Email: _____ Web: _____

Ad Content/Promotion _____

AD SIZE

Full Page _____ Rate _____ Special _____

Half Page _____ Rate _____ Special _____

¼ Page _____ Rate _____ Special _____

Web banner _____ Rate _____ Special _____

Other _____ Rate _____ Special _____

We will submit camera ready art _____ Please Develop our ad _____

NOTES/COMMENTS/CATEGORY INTEREST: _____

Authorized Signature _____

All payments due in full, payable to: HIGHER GROUND ENT, no later than 3 days prior to Issue date (2nd Friday) An invoice will be sent for online payment. If you prefer, you may mail by cashier's check or money order.



TEMPLATE:

All Ads must be High Quality and High Resolution 300dpi
Submissions subject to approval by TWELVE Magazine staff.

Submit: PDF OR JPEG Size: 8.5x11 (full pg ad)

(Gray border) Final Mag Size Trimmed 1/4 To: 8.25" x 10.75

(White) Keep Text Within Safe Zone: 7.75 x 10.25

Bleeds

Top: 0.125" Inside: 0"

Bottom: 0.125" Outside: 0.25"

8.5 x 11 Full Page
(trimmed to 8.25 x 10.75)

8.5 x 5.5 Half Page

4.25 x 5.5 1/4 Page

DO NOT INCLUDE PRINTER MARKS IN YOUR AD

EMBED FONTS if PDF.

You may submit 300dpi by CMYK or RGB. However, color of RGB ads may be altered in the CMYK print versions.