



# kit

IT'S EVERYTHING YOU NEED  
kitindy.com

2017  
MEDIA KIT



# OBJECTIVE

## MORE THAN A LIFESTYLE MAGAZINE

Sewing kits, first-aid kits, tool kits, survival kits — they all help you put everything together to make life easier. That is kit's mission. To help women put it all together by providing relatable topics and products in a format that educates and inspires.

## TARGETED – WOMEN AGES 35+

As an exclusively female-targeted publication in the metro Indianapolis area, our magazine fills a unique niche by reaching out to women ages 35+ in Hamilton, Boone, Marion and Johnson counties.

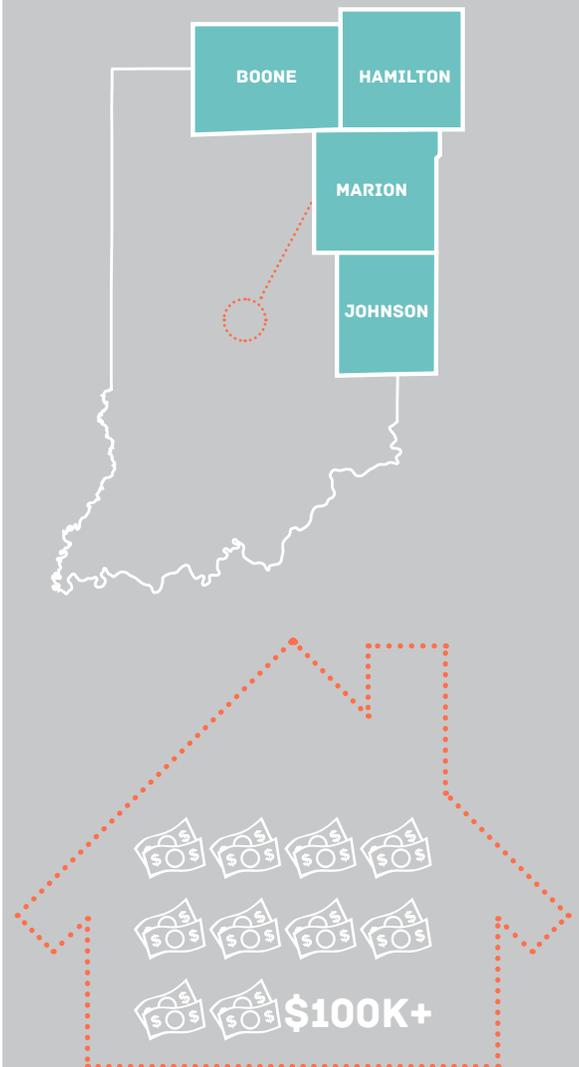
## ALL LOCAL CONTENT

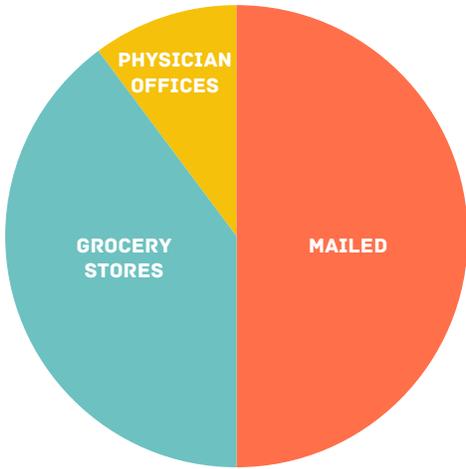
In order to provide information our readers can truly relate to, all of our content is produced locally by central Indiana writers, stylists, photographers and businesses. Kit targets specifically to a female demographic.



# DEMOGRAPHIC

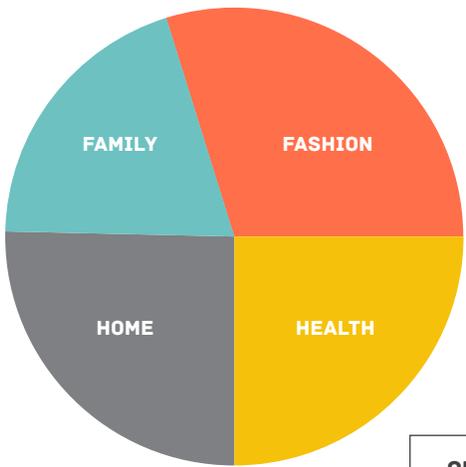
Women age 35+ living in Hamilton, Boone, Marion and Johnson counties. Household income of \$100,000+ (median HHI of \$125,000 to \$150,000).





## DISTRIBUTION 30,000 COPIES

- 14,000 mailed to women in target demographic
- 3,000 placed in physician offices
- 13,000 distributed in Marsh and Kroger in Hamilton, Marion, Boone and Johnson counties
- BONUS:** Our online content generates approximately 5,000 additional impressions per issue.



## EDITORIAL

- 25% Health
- 25% Home
- 25% Family
- 25% Fashion

**OUR MINI KITS GIVE OUR READERS QUICK AND RELEVANT CONTENT.**



## ADDITIONAL VALUE PUTTING YOU IN FRONT OF OUR READERS

We offer opportunities to participate in kit's email newsletter, blog and web at no extra charge.

**KIT SIMPLY PUTS IT ALL TOGETHER. OUR EDITORIAL IS INSTRUCTIONAL AND FUN.**



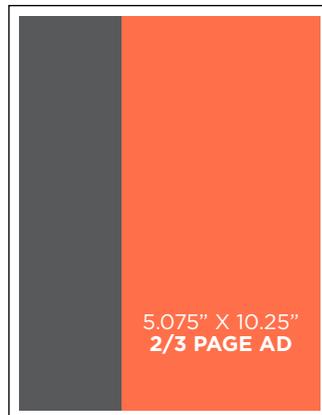


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## AD RATES + SPECS

| AD SIZE | 6 ISSUES* | 3 ISSUES* | 1 ISSUE* |
|---------|-----------|-----------|----------|
| FULL    | \$1975    | \$2150    | \$2350   |
| 2/3 (V) | \$1650    | \$1750    | \$1850   |
| 1/2 (H) | \$1100    | \$1200    | \$1300   |

\*PRICES ARE PER ISSUE



### DIMENSIONS

**FULL PAGE ADS:** TRIM SIZE: 8.375" X 10.75". Add 1/4" bleed beyond all trim. Keep live matter 1/2" from all trim.

**1/2 HORIZONTAL:** 7.875" X 5" (No bleed)

**2/3 VERTICAL:** 5.075" X 10.25" (No bleed)

### FILE INSTRUCTIONS

- ACCEPTED FILE FORMATS: Print-ready PDFs, packaged InDesign Files, Illustrator EPS/AI
- All images should be 300DPI and in CMYK
- Please supply a composite proof for color. Without a proof, *kit* is not responsible for the content of your ad.
- Ad re-creation is available, ask for details.