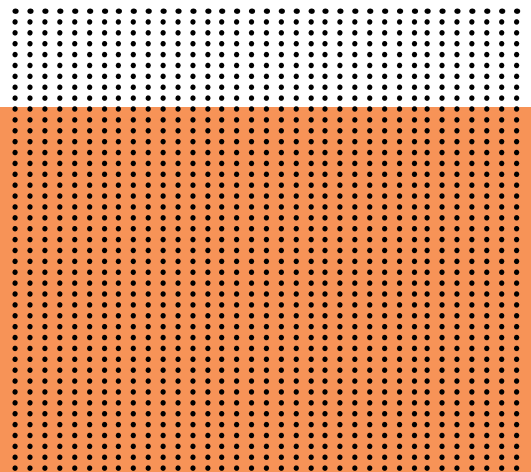


SPLURGE!

INSPIRED KONCEPTS

2021 Media Kit



INSPIRED KONCEPTS

2021

ABOUT INSPIRED KONCEPTS //

Inspired Koncepts is a targeted media company that provides local positive and inspiring information to over 85,000 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 Spangles stores with a readership of 85,000 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 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.

SPLURGEMAG.COM

12828 East 13th St. N. Wichita, KS 67230
316.267.3678 | INFO@INSPIREDKONCEPTS.COM

SPLURGE!

EDITORIAL CALENDAR 2021



JANUARY

- 2020 Lookahead
- Lives Well Lived
- Winter Fashion

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

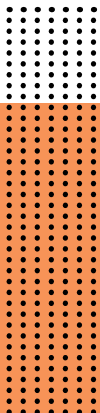
- Ghost Hunters
- OCTO-BRRR!
- Coats For Kids

NOVEMBER

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

DECEMBER

- Santa's Nice List
- Holiday Gift Guide – Part II
- Our Cover, Your Kid Winner



SPLURGE!

AD SIZES AND DUE DATES 2021



AVAILABLE AD SIZES

- Back Cover
- Inside Front
- Inside Back
- Full Page
- 1/2 Page Horizontal
- 1/2 Page Vertical
- 1/4 Page

FOR MORE INFORMATION ON AD PACKAGES AND PRICING CONTACT:

Jody Klein, Publisher and President
(316) 267-3678
jodyxox@gmail.com

Call our office today, and one of our experienced account executives will be happy to meet with you to discuss your advertising options. In addition to the many ad sizes listed above, we can reserve space for your expert editorial content. We offer customized print and digital packages tailored to your advertising requirements and budget, with special rates available for six month or twelve-month packages. We look forward to meeting you and using our expertise to help you build your business!

ISSUE ADS DUE

February	1/19/2021
March	2/16/2021
April	3/19/2021
May	4/19/2021
June	5/18/2021
July	6/18/2021
August	7/19/2021
September	8/18/2021
October	9/17/2021
November	10/19/2021
December	11/15/2021
January 2022	12/17/2021

CONTENT DEADLINE

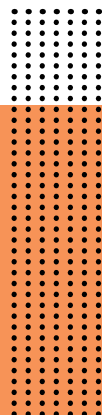
10th of each month

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



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SPLURGE!

ADVERTISING SPECIFICATIONS 2021

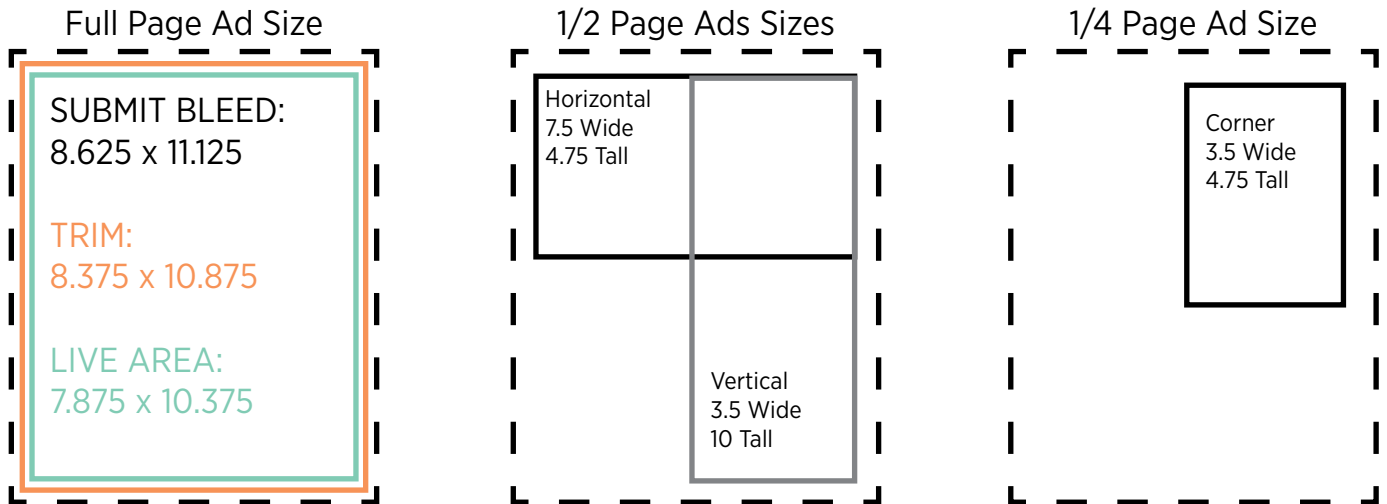
Whether ads are made by SPLURGE! or by our advertisers they must follow specifications to meet printing requirements. Any questions about ad specifications can be directed to our design/production staff at splurgewichita@gmail.com.

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 TO BE DESIGNED

- 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 or high resolution jpegs.
- Content/promotion idea must be submitted with art. If there is a large amount of text, please provide live.
- The ad design is a complimentary service with ad placement purchase. This does not include logo/branding design, content creation, or any other additional creative services outside the ad design.



DESIGN COPYRIGHT DISCLAIMERS & ADDITIONAL PURCHASES

Emails, proofs of ads, and editorial content may contain copyrighted and/or proprietary materials. Any and all stock imagery utilized for content/ads created by Visual Fusion are for the sole purpose of the material designed. Stock imagery has a single-use license and cannot be reused. Any additional rights to stock images must be purchased by the client as a third party. Live art files and final designs are the property of Visual Fusion Graphic Design. Images, media, and copy may not be altered or republished in any way without expressed, advanced written permission from Inspired Concepts and Visual Fusion Graphic Design Studio. All rights are reserved for and by Inspired Concepts and/or Visual Fusion Graphic Design Studio. For more information about U.S. copyright law, please visit the website of The Library of Congress, United States Copyright Office.

If you wish to inquire about purchasing final design art for usage outside of SPLURGE! Magazine, please contact your account executive for pricing & rules. No live files will be delivered.

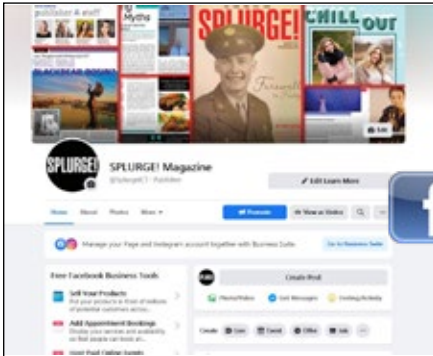
SPLURGE!

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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