## **Reach visitors to Wichita and Kansas**

THROUGH TWO AWARD-WINNING MAGAZINES



For more than two decades, hotels, CVBs, airports and tourist-information centers have welcomed our free publications because of the high-quality editorial content, photography and design. They report our magazines are among the most popular pieces to be picked up and frequently reorder. The event calendars are especially popular with readers and they keep the magazines on-hand for reference, which ensures a long shelf life for our advertising partners.

- The annual *Travel Kansas* magazine and semiannual *Wichita Times* are among the few media properties that are still locally owned, which means all your advertising dollars stay in Kansas. All editorial, production and printing are done by Kansas writers, editors, photographers, designers and printers.
- In 2014, 35 million travelers visited Kansas and spent \$6.2 billion, according to Tourism Economics. More than 6 million visit Wichita each year. Many are traveling on business accounts and many are looking to relocate. These magazines help you reach that all-important market.
- *Travel Kansas* magazine targets statewide distribution while the *Wichita Times* is concentrated more in Wichita. Choose whichever best suits your goals or choose both and receive a discount.
- A new study by Bentley University shows that 83% of hospitality professionals rank the availability of print media as "extremely important" for guests.
- Advertisers receive additional value through free calendar listings. In the *Wichita Times*, display advertisers receive a free 100-word advertorial listing and placement on a map.

Both magazines are available in an interactive format online.

# The Wichita Times

**Shelf Life:** Six months • **Readership:** 100,000 • **Distribution:** See back page.

Ad Reservation Deadline: Dec. 18 for January-June edition and June 20 for July-December edition

Published each January and July, this magazine features things to eat, see and do in Wichita and the surrounding area.

Distribution includes more than 70 hotels and extended-stay apartments in addition to Eisenhower National Airport,
Visit Wichita, the Belle Plaine tourist information center on I-135, AAA Kansas and various museums and retail locations.

It is used at McConnell Air Force Base for new-family orientation. Information on current events and an updated calendar are popular features for readers. Restaurants are organized by location.

## **Ad Rates for Six Months**

(FULL COLOR EXCEPT WHERE NOTED)

Full page \$ 1,950*
Back cover
Inside cover 2,350*
2/3 page 1,400*
1/2 page horizontal 1,250*
1/3 page (horizontal, vertical or square)990*
<sup>1</sup> /6th page (horizontal or vertical) (b&w \$450) 780*
<sup>1</sup> /12 th page (w/listing) (b&w \$325) 495
<sup>1</sup> /12 th page (no listing)
Directory listing (*Free with all ads 1/6 or larger)

\*Includes free 100-word directory listing (\$195 value) with description, hours, entertainment, etc., placement on a locator map and in the index. For more than 100 words, the charge is 50 cents/word; maximum length is 150 words. For two or three listings (under East, West or Old Town headings), discounts are available for restaurants with multiple locations.

## Travel Kansas

**Shelf Life:** One year • **Readership:** 50,000 • **Distribution:** See back page.

**Ad Reservation Deadline:** Feb. 1

Published each year in February, this user-friendly magazine points the way to Kansas' many sites and attractions.

Contents include feature articles, photography and events. Calendar listings are free, but advertisers are given priority because there is not room for all Kansas annual events to be included. The magazine is distributed through Eisenhower National Airport, more than 60 tourist-information centers, CVBs, attractions and select lodging.

### **Ad Rates Per Year**

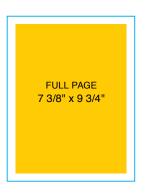
(FULL COLOR EXCEPT WHERE NOTED)

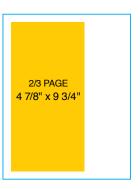
Full page \$ 2,150
Back cover 3,450
Inside cover 2,850
2/3 page
1/2 page horizontal
1/3 page (horizontal, vertical or square)
1/6 th page (horizontal or vertical)
<sup>1</sup> / <sub>12</sub> th page

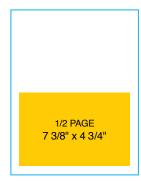
## **Ad Sizes for Both Magazines**

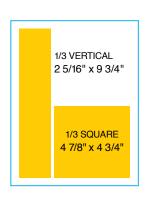
**Format:** The magazines are a three-column format. If you have existing camera-ready art, please ask for a quote on custom sizes.

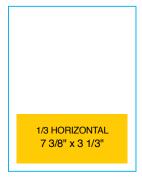
BACK OR INSIDE COVERS Trim: 8 3/8" x 10 7/8" Bleed: 8 5/8" x 11 1/8" (+1/8" on all sides)

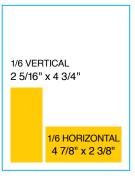


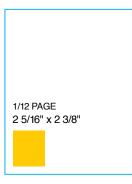












**Discounts:** Receive **5%** off when advertising in two publications/year and **10%** off if advertising in three magazines/year.

Special placement: +10%

**Specifications:** Please submit electronic files in EPS, TIFF or PDF format. If possible, convert all fonts to outlines/paths or embed them at export. (NOTE: Font substitution may result if you do not follow this step.) Files should be exported/saved with a resolution of at least 300 pixels per inch at 100% of the printed size. Colors should be CMYK where possible – some colors may shift if submitted RGB.

**Design:** \$30-\$100 (ask for quote) • **Spot or special PMS color:** \$100-\$175

## **Company and Contact Information**

Matrix Media, Inc. was founded by Cynthia Mines, a former editor at Wichita State University and the Wichita Business Journal, in 1993 to publish The Wichita Times and Travel Kansas magazines. In addition to serving as publisher editor, she is an award-winning book author and editor as well as a freelance travel writer for such publications as the Los Angeles Times.

Matrix Media also publishes newsletters and other printed materials.



Questions, calendar events and items for editorial consideration should be sent to: Cynthia Mines, Publisher|Editor, at cmines@aol.com

## **The Wichita Times**

111 N. Mosley Ste. 201 Wichita, KS 67202 316-264-5850 www.wichitatimesonline.com

## **Distribution**

Both magazines are given away at Eisenhower National Airport, Visit Wichita and Belle Plaine Tourist-Information Center on I-135. While the vast majority of magazines are given away, some are also sold at Barnes & Noble and Watermark Books in Wichita.

## **Wichita Times Pickup Points**

McConnell Air Force Base **Exploration Place** 

#### **EXTENDED STAY APARTMENTS**

**Corporate Suites** Inn at Tallgrass Apartments **Suite Options** 

### DOWNTOWN/ **OLD TOWN LODGING**

Ambassador Hotel **Drury Broadview Hotel** Cambridge Suites Courtyard by Marriott, Old Town Hotel at Old Town Kansas Inn Wyndham Garden Downtown

#### **EAST LODGING**

Best Western Eastgate Candlewood Suites Comfort Inn East

Courtyard by Marriott Cresthill Suites Days Inn & Suites Econolodge English Village Inn

Fairfield Inn East Guesthouse Inn & Suites Hampton Inn East

Hampton Inn & Suites **Hawthorne Suites** 

by Wyndham Hilton Garden Inn Holiday Inn Express Holiday Inn Select

Homewood Suites by Hilton

Inn at Tallgrass Inn at Willowbend La Quinta Inn & Suites

Marriott Motel 6

Northrock Suites Residence Inn East Springhill Suites

Staybridge Suites StudioPlus

Super 8 East TownePlace Suites

Value Place Wesley Inn Wichita Inn North

Wichita Inn East Wichita Suites

#### **WEST LODGING**

Airport Hilton Candlewood Suites Clarion Inn & Suites **Comfort Suites** Days Inn Airport Econolodge Hampton Inn West **Hawthorne Suites** by Wyndham West Holiday Inn Express & Suites

Holiday Inn Express

Howard Johnson Inn

LaQuinta Inn & Suites Motel 6 Quality Inn Airport **Quality Suites** Super 8 Scotsman Inn West Stratford Inn Value Place Wichita Inn West

#### SOUTH LODGING

Comfort Inn South Days Inn/Suites Super 8 South ValuePlace

#### **NORTH LODGING**

Comfort Inn North, Park City Days Inn North Sleep Inn, Park City Super 8, Park City

## **Travel Kansas Pickup Points**

Abilene Tourist-Information Center (TIC) Arkansas City TIC Atchison TIC Belleville TIC Boot Hill Casino, Dodge City **Bonner Springs TIC** Buffalo Bill Center, Oakley Cherokee Strip Museum Chevenne Bottoms **Education Center** Cloud County TIC

Colby TIC Coronado-Quivira Museum, Lyons Dodge City TIC El Dorado CVB

Ellsworth Chamber

**Emporia Visitors Center Finney County Tourism Center** Fort Larned Fort Rilev Fort Scott Tourism Center

Geary County Tourism, Junction City Goodland I-70 TIC **Great Bend Tourism** Greensburg TIC at Big Well

Franklin County TIC

Havs CVB Highway 24 **Independence Chamber** 

Kansas Originals on I-70, Wilson

Larned Chamber

Lawrence TIC Lecompton Leavenworth TIC Liberal TIC Lindsborg TIC Louisburg Cider Mill Lucas Tourism Mahaffie Stagecoach, Olathe Manhattan Tourism **Marion County Tourism** McPherson TIC Newton CVB local wineries

Paola Chamber and Prairie Band Casino. Mayetta

Rice County Tourism

Rolling Hills Zoo, Salina Russell CVB

Salina Tourism

South-Central Kansas **Tourism Members** 

Sternberg Museum of Natural History, Hays

Tallgrass Prairie National Preserve

Topeka TIC Ulysses Chamber Wellington Chamber Wichita CVB Winfield Chamber

Wyldewood Cellars, I-70 TIC, Paxico

Plus select RV parks and lodging in Hesston, Hillsboro, Salina, Lindsborg, Garnett, Colby, Wichita, Hoisington, Burlington, Coffeeville, Herington, Lyons and Parsons.