

the Key

Advertising Media Kit 2020




the Key

"We would say that our paper is not a secret publication. We hope ... to make it worth taking by everyone, whether belonging to a fraternity or not."
—Editorial: The 100th Anniversary of The Key

The Key, the first college women's fraternity magazine and the official publication of Kappa Kappa Gamma, has been published without interruption since 1962.

Mission:
The Key strives to foster lifelong connectivity among members. It endeavors to be a mirror of our world and a reflection of our times. In so doing, it presents a wide range of topics and stories, from educational to entertaining, from provocative to traditional, and from amusing to serious.



A Smart and Relevant Dialogue



The mission of *the Key*
is to foster lifelong
connectivity among members.



It endeavors to be a mirror of our world and a reflection of the times. In doing so, it presents a wide range of topics and stories.

From educational to entertaining, from provocative to traditional, from heartbreaking to humorous, every article in each issue of *The Key* seeks to engage in smart and relevant dialogue.

This is what makes our magazine relevant to every reader.

SMART. ENGAGING.

creative.

Continuously printed since 1882, *The Key* is the official publication of Kappa Kappa Gamma, one of the nation's largest fraternities for women. Throughout the last 138 years, the magazine has served as a Kappa woman's lifeline to an informed and inspired life. After a dynamic redesign in 2014, *The Key* now boasts a modern and vibrant aesthetic that is comparable to mainstream publications.

A VITAL BRAND

The Key is an award-winning, triannual magazine that focuses on subjects relevant to our Kappa audience and beyond. From academic to tearjerking to fun, our storytelling is charming, captivating and, though exclusive to our membership, relatable worldwide.

READER INVOLVEMENT

Our readership consists of college-educated, professional women. *The Key* is mailed to over 199,300 individuals, including our members and their parents as well as university officials. Since 1882, our readers expect to see *The Key* in their mailboxes. They cherish each issue and show it off to friends, family members, coworkers and classmates.

In a recent survey, 96% of respondents noted they get some, most or all of their information about Kappa Kappa Gamma from *The Key*. Whether they're entertaining, shopping, working or connecting with friends, Kappa women trust *The Key* to provide inspiring ideas and creative content to enrich their lives.

ASSURED QUALITY

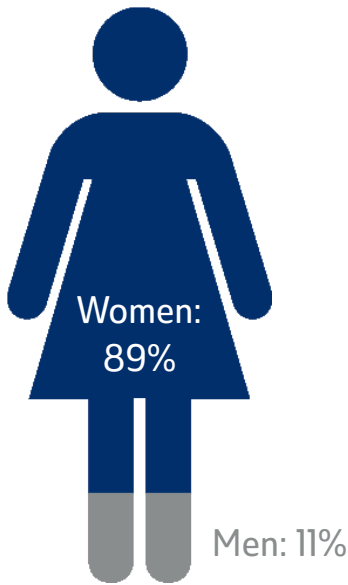
We are dedicated to creating a smart and entertaining magazine with a clean and modern look. *The Key* offers an outstanding platform to consistently get your message in front of our highly focused audience. Our design is attention grabbing, provides multiple entry points for readers, and embraces high-level engagement through professional-quality artwork and photography—setting the stage for advertisers like you.

Circulation Per Issue

Over 199,300 people and growing.

On average, Kappa adds 8,500 new members each year.

AUDIENCE BREAKDOWN



Parents of Current Students: 18,889

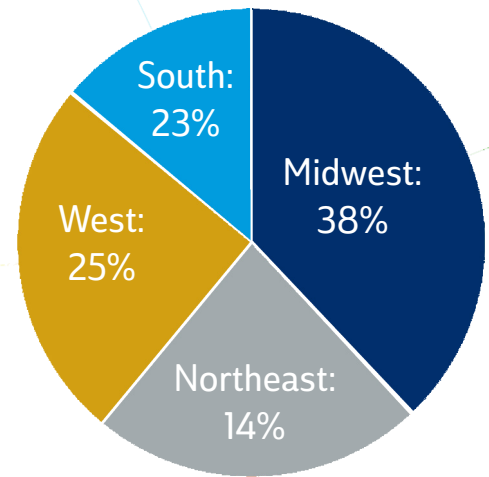
Kappa Alumnae: 153,686

Kappa Chapters: 140

University Officials: 140

Average Age: 46

LOCATION BREAKDOWN



International Locations

Canada: 2%

England/United Kingdom: 0.18%

Armed Forces, Puerto Rico, Virgin Islands and Guam: 0.07%

Other: 0.55%

“Over the next decade, women will control two-thirds of consumer wealth in the United States and be the beneficiaries of the largest transference of wealth in our country’s history.

Estimates range from \$12 to \$40 trillion.”

–Claire Behar, senior partner and director, New Business Development,
Fleishman-Hillard New York

“Women account for 85% of all consumer purchases including everything from autos to health care. American women spend about \$5 trillion annually.”

–She-economy

Advertising Details

RATES

	One Issue	Two Issues	Three Issues
Full Page	\$3,000	\$2,900	\$2,700
Inside Back Cover	\$3,500	\$3,400	\$3,150
1/2 Page Horizontal	\$2,000	\$1,900	\$1,800
1/4 Page Horizontal	\$1,200	\$1,100	\$1,080
Back Cover	\$3,800	\$3,700	\$3,420

DEADLINES

	Reserve Space	Ad Due	Approximate Mail Date
Fall 2020	March 1, 2020	Sept. 1, 2020	November 2020
Spring 2021	Oct. 1, 2020	April 30, 2021	June 2021

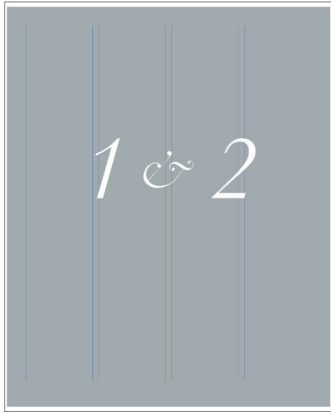
Each issue of *The Key* is published in a digital format in addition to print and will be posted on Kappa Kappa Gamma's website. Archived issues are easily accessible through our searchable online archives found on kappa.org/thekey.

Those advertisers who purchase a full-page ad, an inside back-cover ad or a back-cover ad will also be allowed to advertise in our digital version for no additional cost.

Contact advertising@kappa.org with any custom requests.

**Deadlines are subject to change. Advertisers will be promptly notified.*

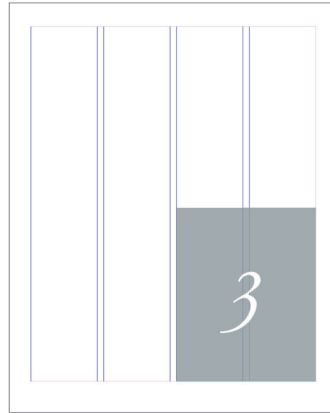
Print Ad Sizes



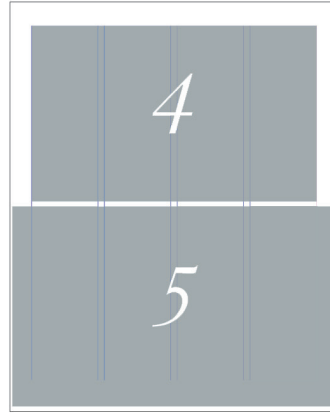
1: Full-Page Ad
Final size: 8.675" x 10.75"
1/8" bleed on three sides

Trimmed size: 8.5" x 10.5"
Text safety margin: 0.5"
on all sides

2: Inside Back-Cover
Same specifications as a full-page ad



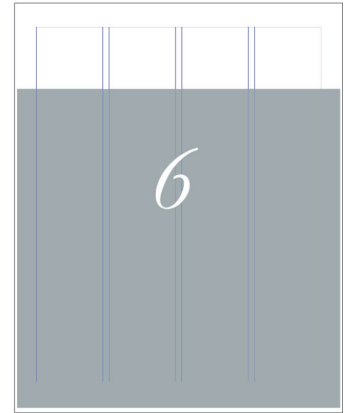
3: 1/4 Page Ad
Final size: 3.67" x 4.57"



4: 1/2 Horizontal Ad No Bleed
Final size: 7.5" x 4.614"

5: 1/2 Horizontal Ad with Bleed
Final size: 8.625" x 5.375"
1/8 bleed on two sides

Trimmed size: 8.5" x 5.25"
Text safety margin: .5"
on the bottom and left/right sides



6: Back-Cover Ad
Final size: 8.5" x 8.375"
1/8 bleed on two sides

Trimmed size: 8.625" x 8.5"
Text safety margin: 0.5"
on all sides

Ads need to be print ready. Final artwork must be submitted as a high-resolution PDF or JPEG, at least 300 DPI, color CMYK, and with embedded fonts. Files should be submitted via email (up to 10MB) to advertising@kappa.org or via FTP at <http://uploads.kappa.org/storage>, attn.: advertising@kappa.org.



Advertising Policies

All advertisements and copy are subject to the approval of Kappa Kappa Gamma.

Ads are accepted on a first-come, first-served basis. Kappa reserves the right to determine the number of ads in each issue. Kappa tries to accommodate all specific issue requests. No classified ads will be accepted.

All advertising must be in good taste. Products and services must not conflict with Kappa's policies and interests.

Advertisers using any of Kappa's trademarks on products and services must be licensed by Affinity Consultants before appearing in *The Key* magazine. Kappa's trademarks include the Greek letters, the Coat-of-Arms, the badge, the logos, and the name Kappa Kappa Gamma, including KKG.

Rates, ad specifications, deadlines and availability are subject to change.

In compliance with Kappa Kappa Gamma's policy, *The Key* magazine cannot accept ads for alcohol or tobacco.

In compliance with *The Key* magazine's status with the post office, financial, travel or insurance ads will not be accepted.

No vertical ads are accepted.

Ads not meeting the production requirements will not be accepted without modification.

Modification by Kappa Kappa Gamma will result in an additional fee to the advertiser.

Discounts are only granted to advertisers who advertise within the same issue year.

No cancellations will be accepted after the reserve-by date.

Advertising Payment

Payment is expected by check or credit card within 30 days of receipt of invoice copy. Payments will be considered late after 30 days. A finance charge of 1% per month will be incurred.

Prepayment is required of first-time advertisers who have not established credit. Prepayment can be made by check and must reach Kappa Kappa Gamma Headquarters one week before the closing date. Credit can be established by allowing one month for verification.

Questions?

614-228-6515 | advertising@kappa.org