

The Independent

127 YEARS OF TRADITION

KANSAS CITY'S JOURNAL OF NOTE ESTABLISHED IN 1899 | KCINDEPENDENT.COM



SOCIAL MEDIA ADVERTISING



Instagram

Story Feature

Put your brand directly in front of The Independent's audience.

Create an engaging, timely Instagram Story designed to highlight your business, event, product, service, or special promotion in a quick, attention-grabbing format.

INCLUDES:

- Dedicated Instagram Story feature
- Brand tagging and account mention
- Custom Story copy highlighting your business, event, or promotion
- Opportunity to include a link, call-to-action, event details, special offer, or key brand information

PRICING:

- \$295



Instagram

Carousel Feature

Get your brand in the spotlight with a custom Instagram feature.

Showcase your business, event, product, or service through a visually captivating post designed to capture attention and connect with The Independent's community.

INCLUDES:

- Dedicated Instagram post or multi-image carousel
- Brand tagging and account mention
- Custom caption highlighting your story
- Opportunity to feature products, services, behind-the-scenes moments, events, or key brand details

PRICING:

- \$495



Instagram

Created Reel

Let our team bring your brand story to life.

Our team will visit your business, event, or location to capture custom video content designed specifically for Instagram.

INCLUDES:

- On-location video capture
- Creative storytelling and editing
- Instagram-optimized Reel creation
- Caption development, tagging, and publication on The Independent's Instagram

Custom video production fees apply.

PRICING:

- \$995

— All Instagram posts included in this package will also be shared to The Independent's Facebook page. —



[instagram.com/theindependentkc/](https://www.instagram.com/theindependentkc/)



[facebook.com/TheIndependentKC/](https://www.facebook.com/TheIndependentKC/)



[linkedin.com/company/the-independent---kansas-city-s-journal-of-society/posts](https://www.linkedin.com/company/the-independent---kansas-city-s-journal-of-society/posts)



[tiktok.com/@theindependentkc](https://www.tiktok.com/@theindependentkc)

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8.2026

DIGITAL ADVERTISING

WEB BANNER ADS

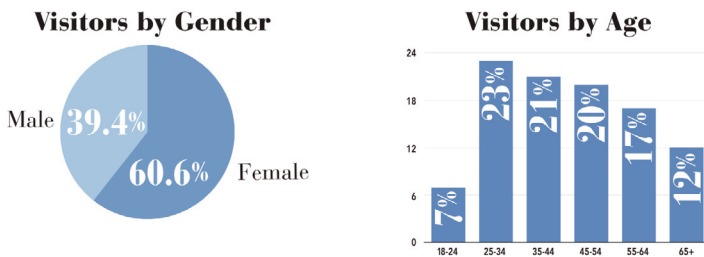


Our website advertisements run continuously on our homepage and on all blog posts.

Dimensions: 335 x 295, 300 dpi - PDF - \$525/month

Please provide the link to the preferred website, PDF or video to be associated with your banner ad.

WEBSITE DEMOGRAPHICS



MONTHLY ANALYTICS

- Average Number of Visitors: **27,935**
- Average Number of Pageviews: **44,911**
- Average Number of Unique Pageviews: **39,634**

INSIDER BANNER ADS



Our E-newsletter, The Insider, is shared with our loyal followers every other Tuesday, prior to magazine distribution. The Insider highlights exciting magazine features, upcoming charitable events, the latest by Paul Horsley, and more. Stay in-the-know!

We have one banner ad available on each newsletter.

Dimensions: 620 x 175, 300 dpi - PDF - \$425

Please provide the link to the preferred website, PDF or video to be associated with your banner ad.

DISTRIBUTION

REACH * 5,870
e-newsletter Subscribers

OPEN RATE * 45%

Banner ad placement promotes your message and drives traffic to your website.