

43,000 INGRAM'S READERS ARE AFFLUENT WOMEN

Downtime Passions

25% ARE AVID GOLFERS

40,000 ENJOY HUNTING AND FISHING 37,000 ENJOY DAY SPAS AND SPA SERVICES





95% Respond to Advertising ACTIVELY READ THE ADS IN INGRAM'S

80% believe their ad in Ingram's enhances brand image

85% REFER TO ADS IN INGRAM'S WHEN MAKING PURCHASES

INGRAM'S READERS GO OUT TO EAT TIMES A WEEK

AVERAGE DINNER TAB IS \$20 WHILE LUNCH AVERAGES \$75

Ingram's readers average 18 personal flights per year, 30 flights for business | 65% enjoy weekend road trips in addition to more exotic vacations

\$200 \$75



Ingram's Readers:



AVERAGE HOUSEHOLD INCOME IS

\$285,937

Average net worth of over \$2.8 million

43,000 LOCAL MILLIONAIRES

Home Front

\$572,500

70% own a home in excess of \$500,000 | Over 25,000 own a second home valued in excess of \$300,000 | 21,000 Ingram's readers are considering a new home | Over 80,000 engage in home improvements | Nearly 50,000 will shop for new home furnishings

TRUST INGRAM'S
AS A CREDIBLE SOURCE
HAVE BEEN
OLOYAL
READERS FOR AT LEAST
5 YEARS (7.22 Yrs is the average)

95% of readers actively read each and every edition | 85% of Ingram's readers rank it "excellent" or "good" | 60% share and 40% reread articles



*Reader survey prepared by Gene Brown, PhD., Market Intellect. Dr. Brown serves as the Valentine Radford Professo of Marketing at UMKC Bloch School of Business

INGRAM'S Life STYLE.com

Welcome to *Ingram's Lifestyle*—a special section of *Ingram's* Magazine and a reprint publication that caters to the finer things in life. *Ingram's* readers are indeed the most affluent and influential in the region and their consumption habits and lifestyles mirror their zest for the finer things in life, both during and beyond their business life.

Each month the editors at *Ingram*'s deliver the latest information and insights on a wide range of interesting, useful and entertaining lifestyle categories including **executives profiles**. The organizations that cater to the interests of *Ingram*'s affluent readers can now enjoy the opportunity to position their interests by marketing directly to these readers. Several departments include:

THE FINER THINGS

A variety of extraordinary products and services in harmony with an array of exceptional lifestyle choices for how to invest time and treasure.

HEALTH & WELLNESS

Useful information on staying fit including exercise, equipment, nutrition, stress management, personal development and medical trends.

LUXURY VEHICLES

Only the best in automobiles, boats, aircraft, motorcycles and all the toys. We'll cover industry trends and you'll get to know execs in their element.

WINING & DINING

An invitation to dinner, lunch, or even breakfast at Kansas City's best, newest, funkiest and friendliest restaurants, bistros, taverns and joints.

EXECUTIVE PRODUCTS

Enjoy the best and most unique, quality products and gifts. Personal accessories, jewelry, fine clothing, electronics, spirits and other "trinkets."

RECREATION & ENTERTAINMENT

Exciting events, adventurous venues, out-of-the-way places you never knew existed. Live music, concerts, shows, gaming, sports and recreation.

ARTS & CULTURE

An invitation to the performing arts and cultural amenities of the KC area including venues such as theater, museums, galleries and the arts.

TRAVEL & LEISURE

Trends, exciting executive travel and choice vacation destinations. No one enjoys travel and leisure more than *Ingram's* influential readers.

DOWNTIME & DIVERSIONS

"All work and no play..." This may be the most popular of *Ingram's Life-style* categories. It's all about how our readers invest their time home and away.

HOME LIVING

With demographics as affluent as *Ingram*'s readers including home values that average near \$600,000, you're in for a treat to see how our readers live.

HOMEFRONT

HOMEFRONT provides the perfect vehicle for Realtors and owners to market homes, condos and real estate investments to *Ingram*'s readers.

