

"Ingram's has been an effective channel to connect with the KC business community for years. Their insight into the issues that affect our community makes them an invaluable resource to reach business leaders and decision makers. *Ingram's* is a key component of our media plan."



Erin Stucky, President and CEO  
Blue Cross and Blue Shield of KC

"Block Real Estate Services is proud to be a partner with *Ingram's*, who for many years, has provided a successful media platform for our firm to connect with the business community and reach decision makers. As we continue to expand our brand locally, regionally, and nationally, our partnership with *Ingram's*, through print and digital offerings, will remain an invaluable part of our media campaign."



Kenneth Block, Managing Principal  
Block Real Estate Services, LLC.

"McDowell Rice has relied on *Ingram's* for years as a resource on KC businesses and industries. We regularly participate in *Ingram's* Industry Outlooks and also partner with *Ingram's* to maintain connections with the business community. We value our long-standing relationship and spend our ad dollars carefully. *Ingram's* is the only print media in which we place institutional advertising; we have deemed it to be an excellent value."



Pete Smith, Exec. Board, Chair  
McDowell Rice Smith & Buchanan

"*Ingram's* has seen and reported a hell of a lot of history. Not just in the region, but in the publishing industry. Economic downturns, pandemics, stock market crashes, wars, terrorist attacks. Through it all, *Ingram's* and Sweeney's team have prevailed. By keeping up with the times; sticking to their standards; making certain the quality of their work exceeds the demands of their readership."



Jeffrey Gitomer, Author/Consultant

## LEADERSHIP. READERSHIP. MAKE YOUR MESSAGE COUNT

WHEN YOU SORT THROUGH THE NOISE—DOZENS OF RADIO CHANNELS COMPETING WITH HUNDREDS OF CABLE TV CHANNELS COMPETING WITH THOUSANDS OF ON-LINE CHANNELS—WHERE DO YOU TURN WHEN YOUR MARKETING MESSAGE NEEDS TO REACH ACTUAL DECISION-MAKERS?

Perhaps you should be thinking about the one channel devoted exclusively to generating the content those business executives absolutely crave. And in the Kansas City market, every media metric says the one outlet for reaching them is *Ingram's*.

Unique among print and Web publications in this region, *Ingram's* is positioned to connect with executive leadership, from the C-suites to the front-line ranks, with content framed around the core sectors that drive this region's economy: Financial Services. Health Care. Insurance. Higher Education. Work-force Training. Construction. Real Estate, Development.

Inside of those verticals, we reach entrepreneurs, innovators, manufacturers, agribusiness, lawyers, accountants, financial planners, health-care providers, elected officials—we connect with a long list of business sectors, so that you can reach your target audience. That can be with a broad approach that reaches across sectors, or a targeted approach that zeroes in on a specific audience at regular or periodic intervals throughout the year.

We've been making those connections for nearly half a century. So if you're not using *Ingram's*, you're not getting the biggest bang from your advertising dollar with the people who are best positioned to act on your marketing message.

You can reach the right people with one call. Our advertising department is at 816.842.9994. If you'd prefer, email us at [Advertising@Ingrams.com](mailto:Advertising@Ingrams.com). It's your one-contact answer to connecting with precisely the readers, and leaders, that you need.



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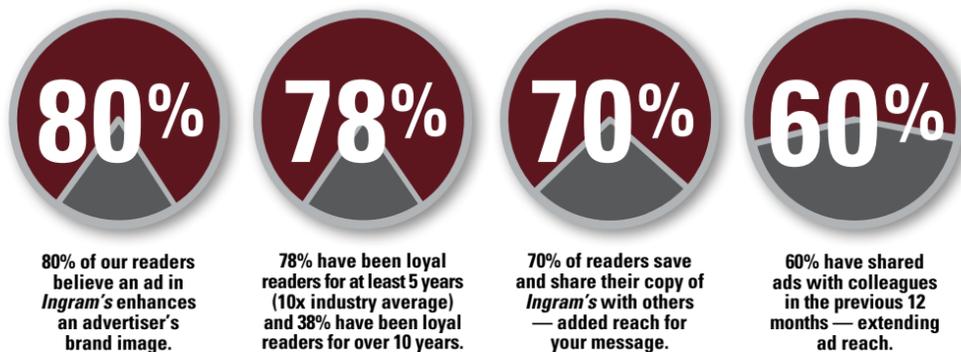
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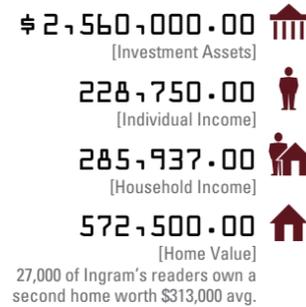
Our senior editorial team has a combined 90 years of expertise as a team working for you.

[www.Ingrams.com](http://www.Ingrams.com)

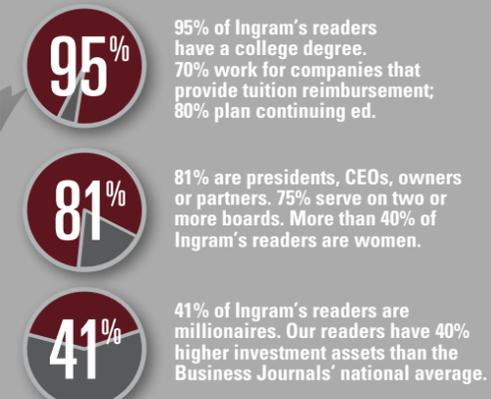


### Readers of Worth

Our readers are far more affluent and influential than any other regional or national business publication's readers



### Ingram's Readers are Affluent and Influential



### Loyal and Engaged Readers

Typical time Ingram's readers spend reading or referencing the area's leading publications



### Decision Makers with Purchasing Power



\* Readership Survey conducted by Market Intellect.  
\*\* National Readership Average (2.18 readers per copy)  
Source: Newspaper Association of America and Statement of Ownership from above-mentioned business journals

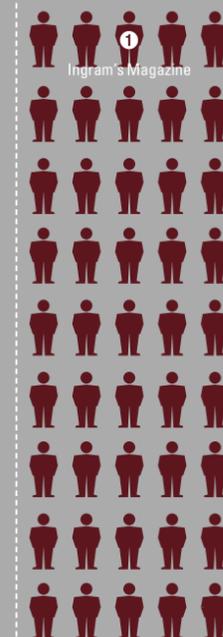
### Readership Rivaling ALL Regional Business Journals—Combined!

*Ingram's* delivers a larger number of executive readers. By far. In fact, *Ingram's* has more readers than all of the business journals in both Missouri and Kansas—**combined!** And *Ingram's* readers have significantly higher demographics.

- 1 **Ingram's Magazine**  
78,483\* Influential Executive Readers
- 2 **St. Louis Business Journal**  
26,410\*\* (12,115 copies)
- 3 **Kansas City Business Journal**  
16,258\*\* (7,458 copies)
- 4 **Wichita Business Journal**  
8,044\*\* (3,690 copies)
- 5 **Springfield Business Journal**  
7,906\*\* (3,627 copies)

Updated: October 2020

Ingram's Magazine  
**78,483**



All Others Business Journals Combined  
**58,618**



### SPONSORSHIP OPPORTUNITIES, COMPETITIONS AND EVENTS

#### Recognition Programs and Events

Corporate Report 100 ■ 40 Under Forty ■ 50 Missourians and Kansans You Should Know ■ Rainmakers 20 in Their Twenties ■ Corporate Champions ■ Local Heroes ■ Ingram's 250 ■ Ingram's 100 ■ Best of the Best Best Companies to Work For ■ Heroes in Healthcare ■ Top Doctors ■ WeKC—Women of Influence

*Ingram's* recognition programs and events celebrate the people who make successful companies work and give this region its unique personality. Your partnership in sponsoring these programs—from 50 Missourians and 50 Kansans You Should Know to our 40 Under Forty and more—helps promote the people who make regional business thrive. We spotlight the finest talent this region has to offer in law, health care, education and many more sectors with these well-researched efforts that recognize achievements of professionals, executives, entrepreneurs, top producers and many more.

#### Assemblies and Reports

Executive Round Table Series ■ Industry Outlook ■ Economic Forecast ■ Economic Development Assemblies

For a quarter century, at hundreds of industry and economic development assemblies around the greater Kansas City region and across the states of Missouri and Kansas, *Ingram's* has lasered in on the thriving communities and vital business sectors that make up our regional economy. No other media can deliver the key players who speak candidly and at length about trends, opportunities and challenges facing the region. When you align with *Ingram's* as a project partner for these initiatives, your organization steps forward as an authoritative leader and makes a powerful statement about its commitment to bolstering the regional business climate.