

VYPE

HIGH SCHOOL SPORTS MAGAZINE

UNDISPUTED!

Salina Central's Elle Cobb Wins Class 5A Golf Title By Eight Shots

INSIDE:
 • State Golf and Tennis
 • El-Saline, Sylvan Football
 • Goessel Volleyball
 • Cross Country To Watch
 • Picture This

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BACK TO BACK!

Hanover Quarterback Dalen Stallbauer Leads Wildcats To Eight-Man II State Title

INSIDE:
 • Eight-Man II Championship
 • Abilene's Trey Hoerner
 • McPherson Swimming
 • Picture This

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LET'S GET THINGS STARTED

BASKETBALL 2017-18

INSIDE:
 • Pregame by WSU's Gregg Marshall
 • McPherson Basketball
 • Can the Knights Repeat
 • Salina Central's Girls
 • Wrapping up VB, XC, Soccer

Take 5

MEET CHAMBER MEMBER BUSINESSES THROUGH THESE 5-QUESTION INTERVIEWS WITH...

MICHAEL COOPER & TERRY NEWMAN
 OWNERS OF VYPE HIGH SCHOOL SPORTS MAGAZINE

Can you please give us a three sentence summary of your personal background?

I have 30+ years in media production and sales. Over 20 years with the KSN Broadcast Network, 5 years in technology-based education and 10 years in publishing. I have been married 29 years and have two children. A daughter at KU Med and a son at K-State.

What is it about your business that is unique or special? What separates you from your competitors?

In the media business the key to success is to have content that is in high demand and is exclusive. The positive, family oriented, exclusive content in VYPE is only available in VYPE. VYPE's monthly content is "anticipatory" meaning readers rush to pick VYPE up each month to see what is inside.

In general, how is demand for your product or service?

VYPE has a 98% pick-up rate and 3x Pass-Through Rate. This means nearly all VYPE magazines are taken from racks and the demand is so high that 3 adults see each issue. This triples our readership each month. National average for pick-up is about 85% and pass-through at 1.25. VYPE well exceeds those averages.

How long have you been in business and why are you operating in the Salina region?

VYPE has been in Wichita since 2007. Salina and the north central region was always earmarked for the second market that VYPE would publish. It is a great market that supports high school student athletes. VYPE plans 3 more publications throughout Kansas in the coming years.

What are some of the plans you have for the future of your business?

VYPE continues to grow in the Salina area. More sponsors and partners will lead to high circulation and higher page counts and eventually lead to future expansion throughout Kansas.

Check Them Out:
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