



# MEDIA KIT

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# 2024



Indiana's leading regional business magazine since 1991

## CIRCULATION

# 41,763

## TOTAL READERSHIP

Each copy is read by an average of three people

# 13,921

## TOTAL CIRCULATION

Businesses and community leaders and subscribers

# 12,437

## MAILED TO

Company presidents, CEOs, business owners, top managers and supervisors

# 1,484

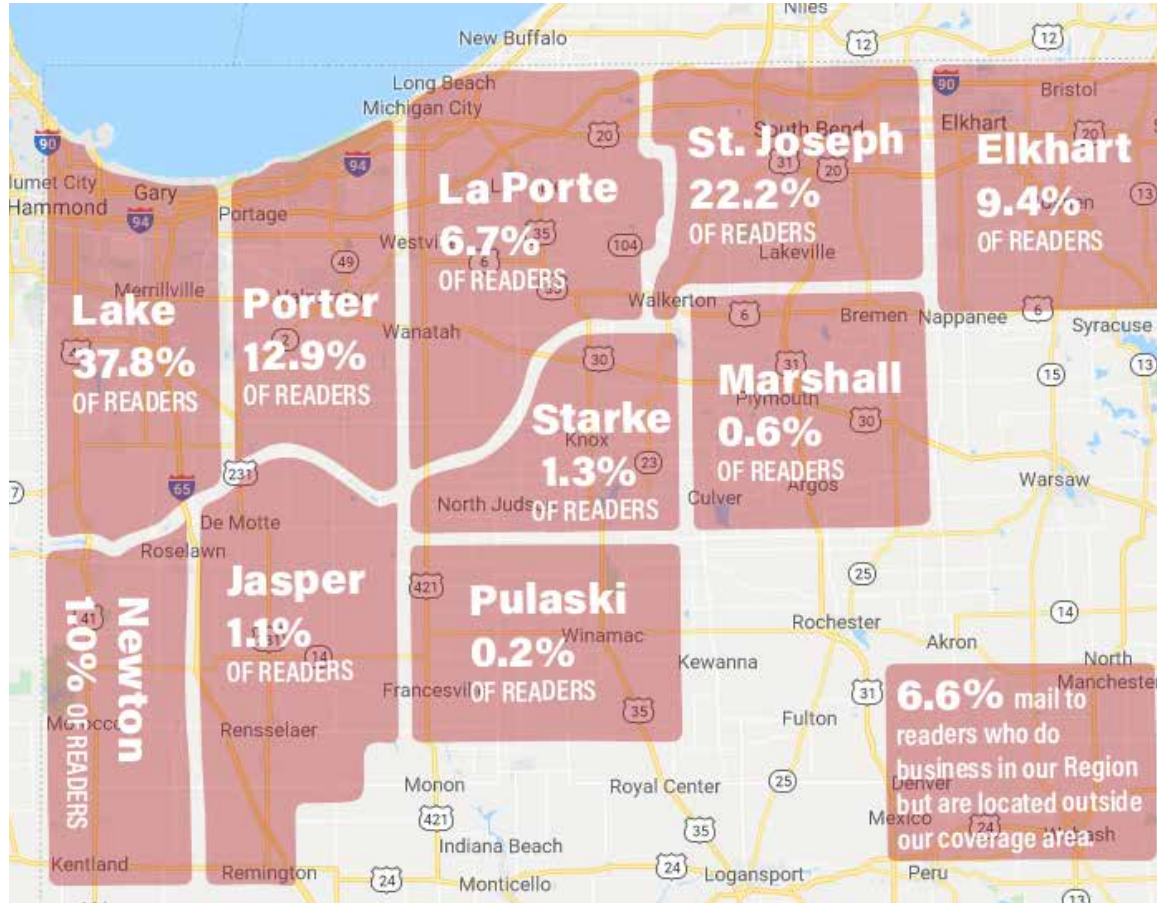
## PROVIDED TO

Regional place makers, community and business leaders, and subscribers

# TARGETED MAGAZINE AUDIENCE

## THE COVERAGE AREA

Northwest Indiana Business Magazine serves a 10-county region of Northwest and North Central Indiana — home to 1.36 million Hoosiers and a fifth of all Indiana businesses.



# 81%

Are decision-makers or have influential power

# 85%

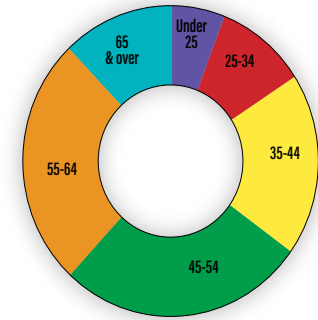
Consider the magazine to be their primary regional magazine

# 72%

Spend 30 minutes or more reading the magazine

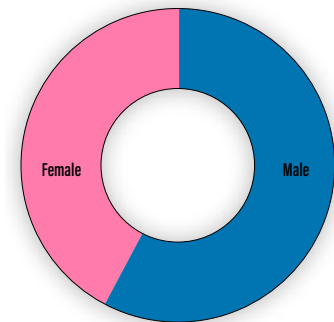
## DEMOGRAPHICS

### AGE



- Under 25 — 6%
- 25-34 — 10%
- 35-44 — 19%
- 45-54 — 27%
- 55-64 — 26%
- 65 & over — 12%

### SEX



- Male — 58%
- Female — 42%



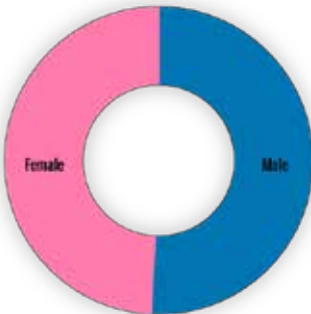
## DEMOGRAPHICS

### AGE



- Under 25 – 12%
- 25-34 – 18%
- 35-44 – 24%
- 45-54 – 20%
- 55-64 – 16%
- 65 & over – 10%

### SEX



- Male – 53%
- Female – 47%

## DIGITAL SPONSORSHIPS

Digital sponsorships reach our targeted web and weekly email newsletter readers with digital display ads. Ads are displayed monthly on both NW Indiana Business.com and Michiana Business News.com. One ad will appear in each week's email newsletters. A limited number of sponsorships are available each month and in each newsletter.

### WEBSITES

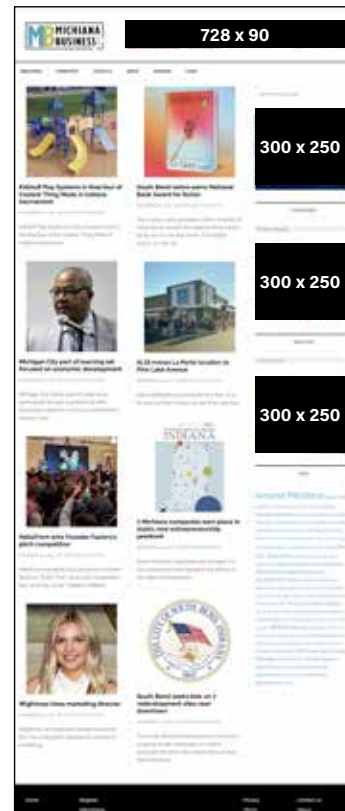
#### NWIndianaBusiness.com

Stories posted daily about businesses in the seven-county Region of Lake, Porter, La Porte, Newton, Jasper, Starke and Pulaski.



#### MichianaBusinessNews.com

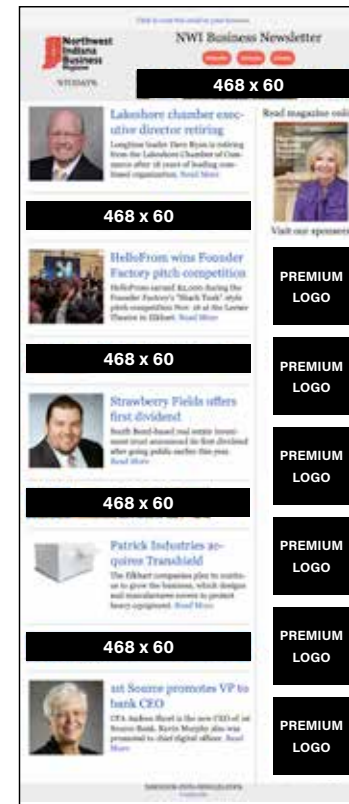
Stories posted frequently about businesses in the counties of St. Joseph, Elkhart, La Porte, Marshall and Starke, and the two Michigan counties of Berrien and Cass



### NEWSLETTER

#### NWIndiana Business

The week's top five most essential business news stories posted to our websites are emailed to subscribers.



## WEBSITES

# 23,950

## PAGE VIEWS

Page views per month

# 10,771

## WEBSITE VISITORS

Users per month

## NEWSLETTER

# 22,100

## NEWSLETTERS SENT

eNewsletters sent per month

# 31.3%

## OPEN RATE

Email open rate

(Compares to 15.8% media industry average)

# 2024 MAGAZINE SCHEDULE

## ARTICLE TOPICS

FEBRUARY / MARCH



Health Care



Transportation



Agribusiness



Commercial Real Estate



The Future of Portage



SPECIAL SECTION:

African Americans in Business

APRIL / MAY



Best of Business



Tourism / Meetings



Construction



Architecture / Design



The Future of Merrillville

JUNE / JULY



Law



Education



Information Technology



Financial Planning



The Future of La Porte



SPECIAL SECTION:

Hispanics in Business

AUGUST / SEPTEMBER



Banking



Marketing



Small Business



HR/Workforce



The Future of Elkhart

OCTOBER / NOVEMBER



Manufacturing



Wellness



Tax Planning



Philanthropy



The Future of Schererville



SPECIAL SECTION:

Women in Business

DECEMBER / JANUARY



E-Day / Entrepreneurship



Society of Innovators



Accounting



Succession Planning



The Future of East Chicago

## COLUMN TOPICS

AROUND THE REGION ■ BUSINESS PROFILE ■ LEADER PROFILE ■ MADE IN INDIANA ■ MAKING A DIFFERENCE ■ OFF HOURS ■ PROFESSIONAL ADVICE ■ VIEWPOINT

## DEADLINES

FEBRUARY / MARCH

ADS DUE:

January 5, 2024

PUBLISHED:

January 31, 2024

APRIL / MAY

ADS DUE:

March 8, 2024

PUBLISHED:

March 29, 2024

JUNE / JULY

ADS DUE:

May 10, 2024

PUBLISHED:

May 31, 2024

AUGUST / SEPTEMBER

ADS DUE:

July 8, 2024

PUBLISHED:

July 31, 2024

OCTOBER / NOVEMBER

ADS DUE:

September 6, 2024

PUBLISHED:

September 30, 2024

DECEMBER / JANUARY

ADS DUE:

November 8, 2024

PUBLISHED:

November 29, 2024

## OUR STORY

Founded in 1991, the magazine began as a partnership with the Northwest Indiana Forum, with a mission to spotlight local business success and economic vitality in the Region.

Today we continue to serve our readers with in-depth coverage of the Region's business community. Our mission is to publish ideas that inform, inspire, challenge and educate local business and community leaders to improve the economy and quality of life in NWI and Michiana.

## OUR STAFF



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# PARTICIPATE

## SHARE WITH US

We rely on local voices to help us achieve our mission to share stories about people and ideas that inform, inspire, challenge and educate our readers. Our articles use a storytelling writing style that emphasizes the positives while recognizing the negatives without sensationalizing the challenges we face as a Region.

### Share your news



Tell us your good news by sending us press releases via our "contact us" forms on our websites or email us at [news@NWIndianaBusiness.com](mailto:news@NWIndianaBusiness.com) or [news@MichianaBusinessNews.com](mailto:news@MichianaBusinessNews.com)

### Suggest a story idea



Tell us about unique businesses or nonprofits by using one of our website contact forms. We just might feature them in our next edition!

### Be a source



Our in-depth coverage of the local business community is possible only with local sources. We welcome sources who take the time to share their insights and expertise with our readers and us.

### Contribute a column



We consider professional advice columns from outside sources and opinion pieces on topics relevant to our readers. Our contributors are often high-profile local experts and thought leaders in their fields.

### Follow us

Use our social media share buttons to share articles from our website with your friends and colleagues, or start a conversation with us and your fellow readers by posting a comment.



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## BEST OF BUSINESS

Each year, we survey our readers asking them to vote for the best businesses throughout Northwest Indiana and Michiana. The survey provides readers the opportunity to acknowledge local business leaders who are excelling in their service to the community. The Best of Business Awards promote excellence in innovation, entrepreneurship and leadership in the Northwest Indiana and Michiana business communities. Results are announced in our April-May issue.

## CONTACT US

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