ENGAGE OUR DIGITAL READERS

Stories on our two websites, NWIndianaBusiness.com and MichianaBusinessNews.com, are posted Monday through Friday. Our newsletter is sent to our most loyal readers usually Thursday mornings.

WEBSITES

NWINDIANABUSINESS.COM serves the seven-county Region of Lake, Porter, La Porte, Newton, Jasper, Starke and Pulaski. **MICHIANABUSINESSNEWS.COM** serves the St. Joseph, Elkhart, La Porte, Marshall and Starke counties, and Berrien and Cass counties in Michigan. Our monthly **DIGITAL SPONSORSHIP RATES** include both websites.



BY THE NUMBERS 28,567 PAGE VIEWS

Page views per month

10,466
WEBSITE VISITORS

Users per month

44.7%

OF WEBSITE VISITORS

Are women

50%OF WEBSITE VISITORS

Are younger than 45



NEWSLETTER



Construction

Arcadia Cold facility coming to Crown
Point

FCL Buldens began work on a \$27.800-square-foot cold
strongs project fast will serve the greater Chacago area and
Conscio.

Read Morre

468 × 60

White Lodging starts construction on 13th Austin hotel
Hold and restant develope based in Merifide has stand consustance on a 13-floor building in downtown Austin.

Read More

468 × 60

The week's top five most essential business news stories from **NWINDIANABUSINESS. COM** are emailed to subscribers.

BY THE NUMBERS

26,000

NEWSLETTERS SENT

eNewsletters sent per month

42.4%

OPEN RATE

Email open rate (Compares to 23.9% media industry average)

31%

CLICK TO OPEN RATE

The percentage of people who open an email and click on a link within it

