

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

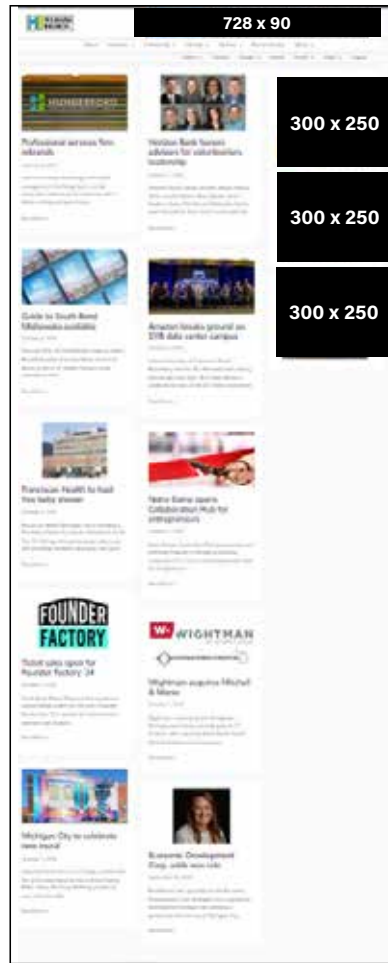
Are women



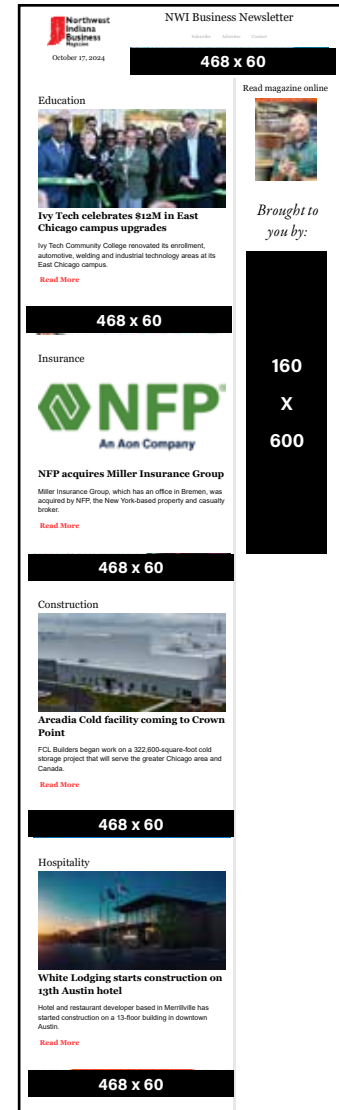
50%

OF WEBSITE VISITORS

Are younger than 45



NEWSLETTER



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

NWINDIANABUSINESS.COM

MICHIANABUSINESSNEWS.COM