



MEDIA KIT

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

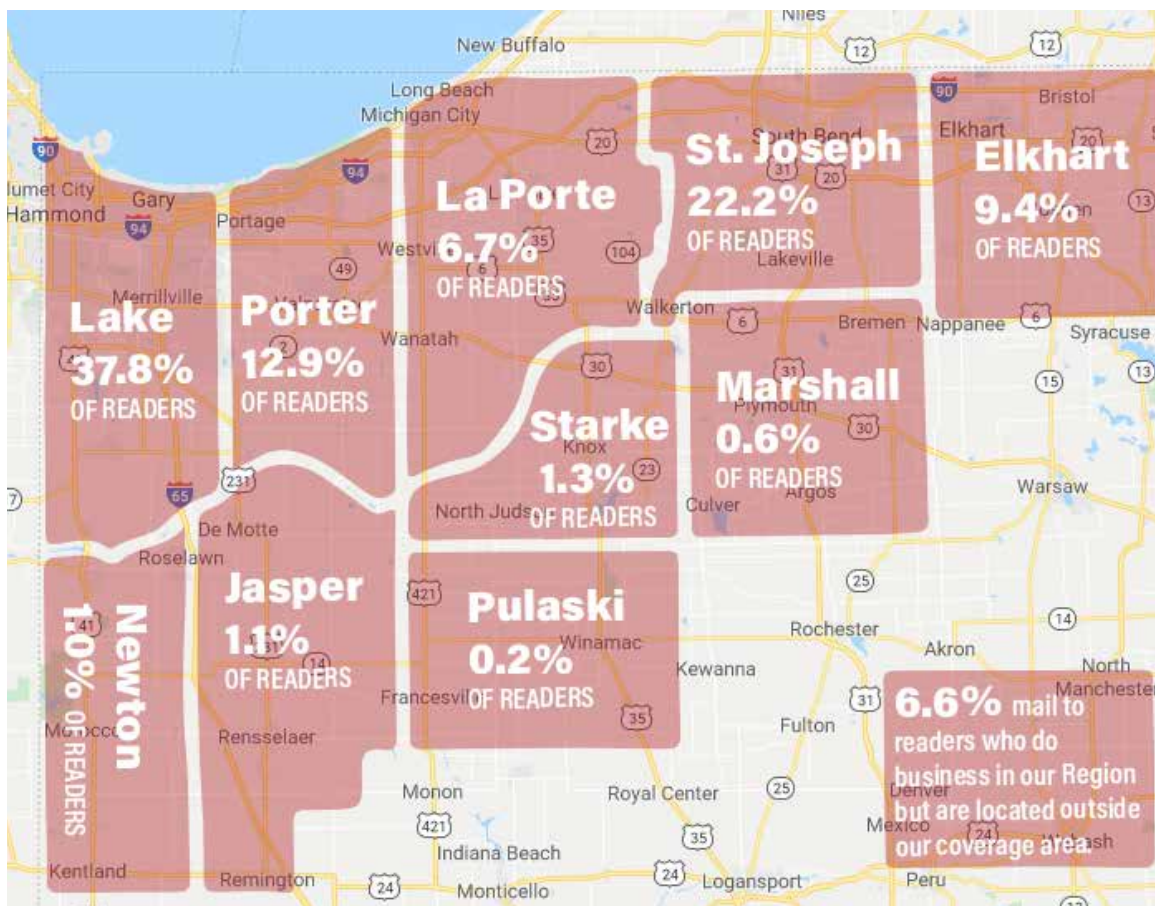
PROVIDED TO

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%

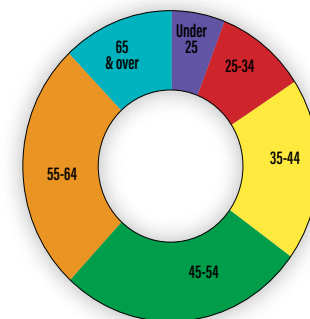
Consider the magazine to be their primary regional magazine

72%

Spend 30 minutes or more reading the magazine

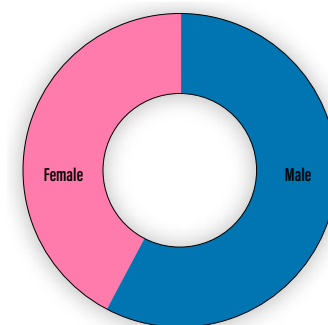
DEMOGRAPHICS

AGE



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

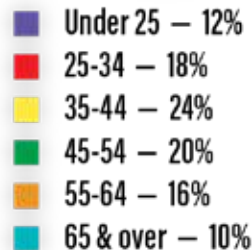
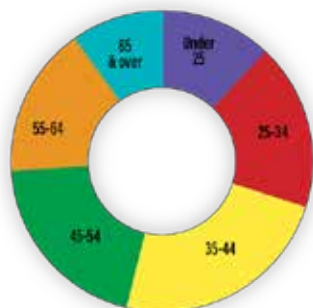
SEX



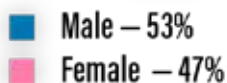
- Male — 58%
- Female — 42%

DEMOGRAPHICS

AGE



SEX



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

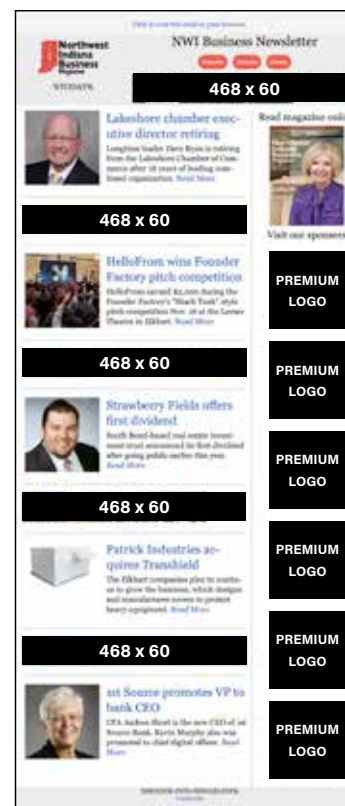
Stories posted frequently about businesses in the counties of St. Joseph, Elkhart, La Porte, Marshall and Starke, and the two Michigan counties of Berrien and Cass



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

<div>FEBRUARY / MARCH</div> <div></div> <div>Health Care ~ Transportation ~ Agribusiness ~ Commercial Real Estate ~ The Future of Portage ~ SPECIAL SECTION: African Americans in Business</div>	<div>APRIL / MAY</div> <div></div> <div>Construction ~ Tourism / Meetings ~ Architecture / Design ~ The Future of Merrillville</div>	<div>JUNE / JULY</div> <div></div> <div>Best of Business ~ Law ~ Education ~ Information Technology ~ Financial Planning ~ The Future of La Porte ~ SPECIAL SECTION: Hispanics in Business</div>	<div>AUGUST / SEPTEMBER</div> <div></div> <div>Banking ~ Marketing ~ Small Business ~ HR/Workforce ~ The Future of Elkhart</div>	<div>OCTOBER / NOVEMBER</div> <div></div> <div>Manufacturing ~ Wellness ~ Tax Planning ~ Philanthropy ~ The Future of Schererville ~ SPECIAL SECTION: Women in Business</div>	<div>DECEMBER / JANUARY</div> <div></div> <div>E-Day / Entrepreneurship ~ Society of Innovators ~ Accounting ~ Succession Planning ~ The Future of East Chicago</div>
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COLUMN TOPICS

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

DEADLINES

<div>FEBRUARY / MARCH</div> <div>ADS DUE: January 5, 2024 PUBLISHED: January 31, 2024</div>	<div>APRIL / MAY</div> <div>ADS DUE: March 8, 2024 PUBLISHED: March 29, 2024</div>	<div>JUNE / JULY</div> <div>ADS DUE: May 10, 2024 PUBLISHED: May 31, 2024</div>	<div>AUGUST / SEPTEMBER</div> <div>ADS DUE: July 8, 2024 PUBLISHED: July 31, 2024</div>	<div>OCTOBER / NOVEMBER</div> <div>ADS DUE: September 6, 2024 PUBLISHED: September 30, 2024</div>	<div>DECEMBER / JANUARY</div> <div>ADS DUE: November 8, 2024 PUBLISHED: November 29, 2024</div>
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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 or 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.

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