



# Northwest Indiana Business Magazine

2018 Media Kit

## Vision

Promote innovation, entrepreneurship, leadership and excellence in Northwest Indiana business community.

## Mission

Our mission is to publish, in a variety of media, stories about people and ideas that inform, inspire, challenge and educate local business and community leaders to improve the economy and quality of life in our region.

## Objectives

- Publish high-quality, well-researched articles and stories
- Inform, inspire, challenge, and educate our readers
- Promote local economy and communities
- Partner with reputable advertisers and sponsors who support our vision and mission

## Exciting Changes in 2018



**T**ogether with our editorial board of local business and community leaders, our mission is to publish stories about people and ideas that inform, inspire, challenge and education our readers helping them improve the economy and quality of life in our region.

We publish our content in various formats including our flagship bi-monthly *Northwest Indiana Business* print magazine and our mobile-friendly [www.nwindianabusiness.com](http://www.nwindianabusiness.com) website. New formats for 2018 are our weekly eNewsletter and our weekly *Northwest Indiana Business Podcast*. In addition, we are also eager to partner with local subject experts and sponsors to develop ebooks / white papers, webinars, live events and online courses.

We deliver your marketing message to the region's most influential and engaged community and business leaders. Our region-specific, long-form content created by local writers and photographers is highly valued by our readers who consider *Northwest Indiana Business Magazine* their primary regional magazine for its in-depth coverage of the local business community.

We are optimistic about the prospects for the Northwest Indiana economy in 2018 and excited to offer business and community leaders a variety of partnership opportunities where working together we promote innovation, entrepreneurship, leadership and excellence in Northwest Indiana!

—Troy Linker

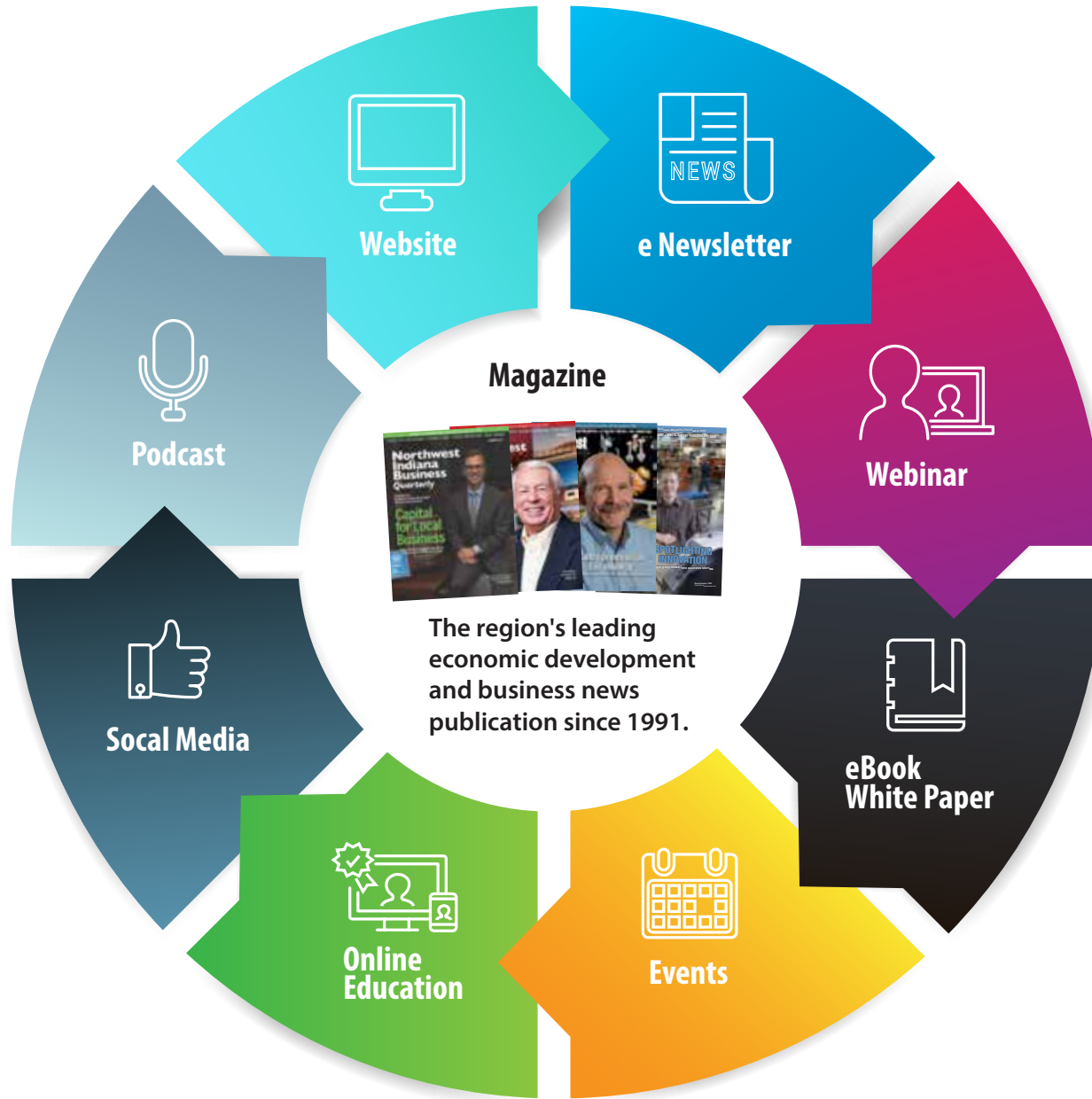
# Our Partnership Opportunities

**Website**  
All the magazine content plus web-only content and daily updates on business news and events.

**Podcast**  
A weekly region business podcast hosted by Troy Linker

**Social Media**  
Multiply your social reach by sharing your message on our social media channels.

**Online Education**  
Business continuing education training with optional local meet-ups.



**eNewsletter**  
Our editors curate business news and articles relevant to our region from our site, and around the web.

**Webinar**  
Free webinars that offer quick solutions to real-world problems.

**eBook/White Paper**  
Locally specific case studies and research.

**Events**  
Regional business events with local and national speakers.

## Our Readers are Decision-Makers

We deliver your marketing message to the region's most influential and engaged community and business leaders. Our region-specific, long-form content created by local writers and photographers is highly valued by our

readers who consider *Northwest Indiana Business Magazine* their primary regional magazine for its in-depth coverage of the local business community.

# 13,726

Total Northwest  
Indiana Readership

# 77%

Of our readers are decision makers or have influential power

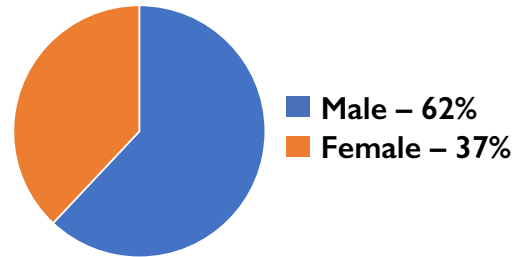
# 82%

Consider *Northwest Indiana Business Magazine* to be their primary regional magazine

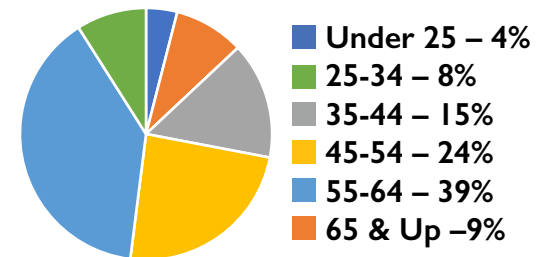
# 66%

Spend 30 minutes or more reading the magazine

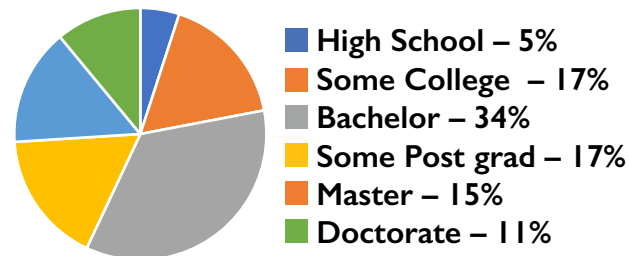
### Sex



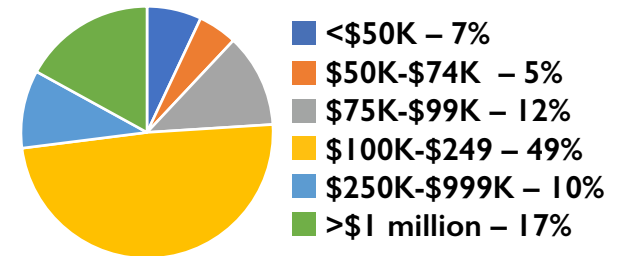
### Age



### Education



### Home Value



13,726

## Total Readership

Businesses and community leaders and subscribers

10,290

## Mailed to

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

3,517

## Provided to

Universities, health care providers, economic development regional offices, not-for-profit organizations, local chambers of commerce and selected hotels

27,450

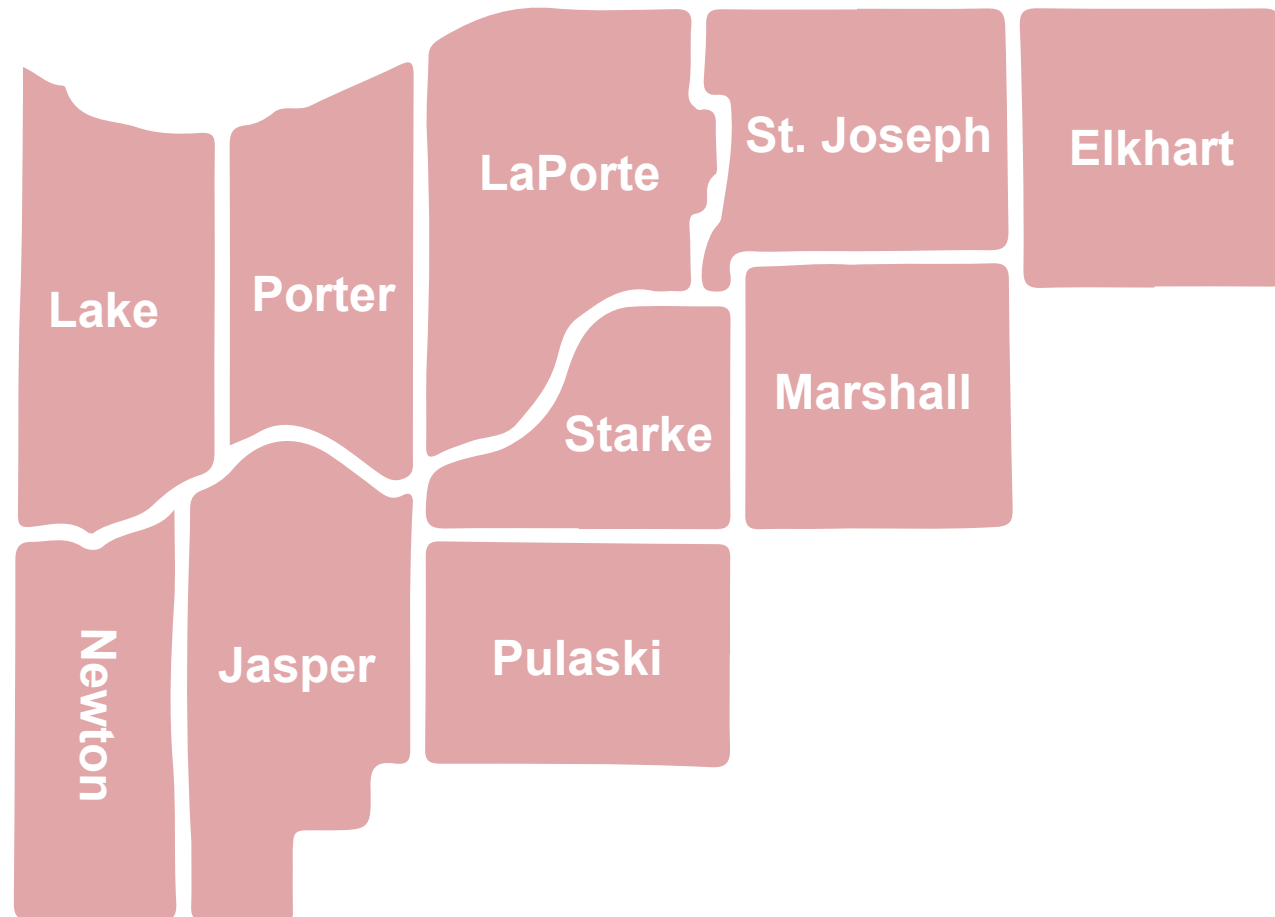
## Pass-along Readership

Each copy is read by an average of two people

## We Reach Regional Community and Business Leaders

Nearly 14,000 copies of *Northwest Indiana Business Magazine* are read on a bi-monthly basis by businesses and community leaders and subscribers in a ten-county region of Northwest and North Central Indiana. The magazine is mailed directly to company

presidents, CEOs, business owners, as well as top managers and supervisors. Copies are provided to universities, health care providers, economic development regional offices, not-for-profit organizations, local chambers of commerce and selected hotels.



## February / March



Entrepreneurs  
Construction  
Financial Services  
Meetings & Events  
Engineering

Ad Reservation:  
*December 25, 2017*  
Ad Material:  
**January 2, 2018**  
Publication:  
*February 2, 2018*

## April / May



Best of NWI & SB  
Manufacturing  
Staffing / HR  
Real Estate  
Logistics

Ad Reservation:  
*February 19, 2018*  
Ad Material:  
**February 26, 2018**  
Publication:  
*April 2, 2018*

## June / July



Marketing  
Tourism  
Education  
Small Business  
IT/Comm. Technology

Ad Reservation:  
*April 23, 2018*  
Ad Material:  
**April 30, 2018**  
Publication:  
*June 1, 2018*

## August / September



Managing People  
Diversity  
Workforce Training  
Worker Benefits  
Fitness

Ad Reservation:  
*June 25, 2018*  
Ad Material:  
**July 2, 2018**  
Publication:  
*August 3, 2018*

## October / November



Business Law  
Healthcare  
Accounting / CPAs  
Architecture / Design  
Energy / Environment

Ad Reservation:  
*August 20, 2018*  
Ad Material:  
**August 27, 2018**  
Publication:  
*October 1, 2018*

## December / January



Innovators  
Agriculture  
International Business  
Entertainment  
Succession Planning  
Holiday Gift Guide

Ad Reservation:  
*October 22, 2018*  
Ad Material:  
**October 29, 2018**  
Publication:  
*December 3, 2018*

## Return on Advertising Spend

Magazines have the highest return on investment as compared to display, TV, mobile and digital video.

Magazines yield greater increases in brand awareness, brand favorability and purchase intent than Online or TV advertising.

### Full Color Ad Rates

Size	1x	3x	6x
2 Page Spread	\$4,320	\$4,000	\$3,680
Full Page	\$2,700	\$2,500	\$2,300
2/3 page	\$2,160	\$2,000	\$1,840
1/2 page Island	\$1,971	\$1,825	\$1,679
1/2 page	\$1,755	\$1,625	\$1,495
1/3 page	\$1,620	\$1,500	\$1,380
1/4 page	\$1,485	\$1,375	\$1,265

Subtract \$275 from rates above for 2C or \$475 for 1C

Premiums Ad Placements	
Inside Front Cover	\$2,700
Page One	\$2,500
Opposite ToC	\$2,600
Inside Back Cover	\$2,600
Back Cover	\$2,700
3x minimum commitment	

### Ad File Specs

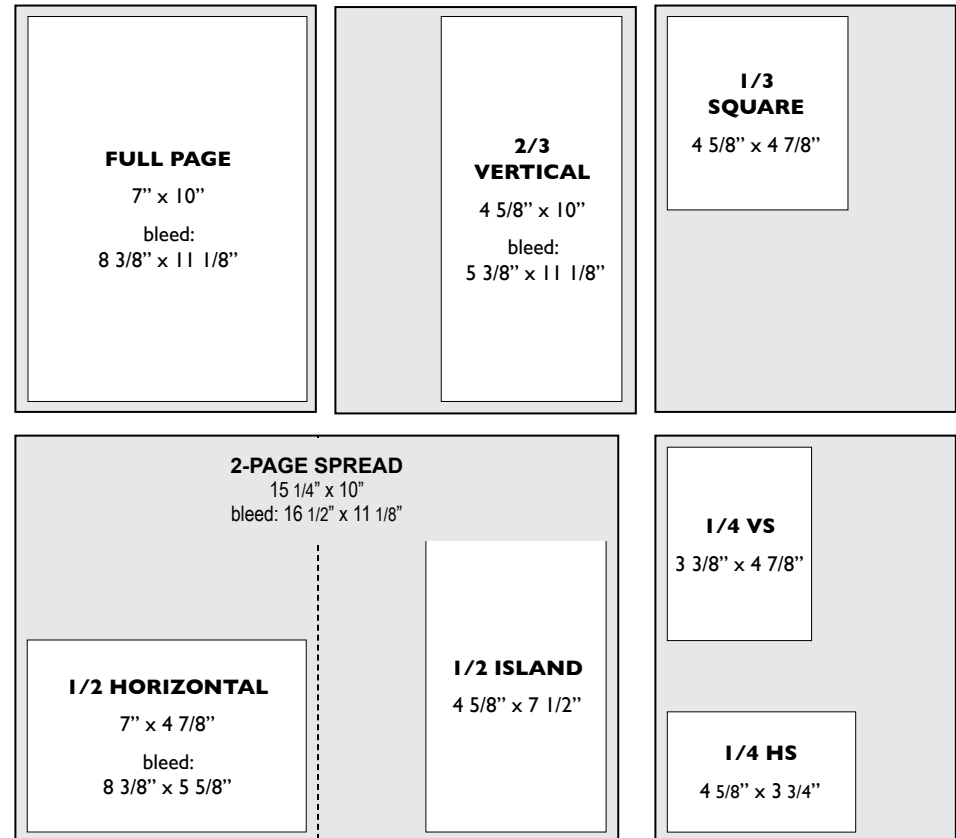
**Magazine Trim Size:**  
8 1/8" x 10 7/8"

**File Formats:**  
PDFX-1A

**Resolution:**  
Minimum 300 dpi (dots per inch)

**Safety Margin:**  
Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges

All materials should comply with SWOP specifications.



### Ad Sizes

Size	Non-Bleed	Bleed
2 Page Spread	15 1/4" x 10"	16 1/2" x 11 1/8"
Full Page	7" x 10"	8 3/8" x 11 1/8"
2/3 page	4 5/8" x 10"	5 3/8" x 11 1/8"
1/2 page Island	4 5/8" x 7 1/2"	-
1/2 page Horizontal	7" x 4 7/8"	8 3/8" x 5 5/8"
1/3 page Square	4 5/8" x 4 7/8"	-
1/4 page Vertical	3 3/8" x 4 7/8"	-
1/4 page Horizontal	4 5/8" x 3 3/4"	-



CONTACT US



**Northwest  
Indiana  
Business  
Magazine**



Troy Linker  
CEO / Publisher  
219-230-3739 (direct)  
219-230-3777x 101  
tlinker@nwibq.com



Tammie Reynolds  
Director of Advertising  
219-230-9081 (direct)  
219-230-3777x 102  
treynolds@nwibq.com