



Northwest Indiana Business Magazine

2019 Media Kit

Vision

Promote innovation, entrepreneurship, leadership and excellence in the 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 the Region's economy and its communities
- Partner with reputable advertisers and sponsors who support our vision and mission

Share your message with the Region



Last year was an exciting one for us at the magazine. We changed our name from *Northwest Indiana Business Quarterly* to *Northwest Indiana Business Magazine*. We changed our website from NWIBQ.com to NWIndianaBusiness.com. We launched our weekly Northwest Indiana Business eNewsletter. We increased the amount of business news we are publishing on our NWIndianaBusiness.com website, which has increased our web audience by more than 60 percent year over year and still growing.

Publishing six issues a year has increased our ability to cover the Region's business news. Our mission is to publish stories about people and ideas that inform, inspire, challenge and educate our readers helping them improve the economy and quality of life in our Region.

Partnering with us delivers 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* the place to go for in-depth coverage of the local business community.

We are optimistic about the prospects for the Northwest Indiana economy in 2019 and excited to offer a variety of partnership opportunities. We look forward to helping your business grow!

—Troy Linker

95%
of adults ages 18 to 29 read magazines vs. 81% who use Facebook

Ads in magazines engage adults ages 18 to 49 more than ads in other media.

Magazines show the highest return on advertising spend—the ultimate ROI.

While trust in social/digital platforms declines, trust in journalism rebounds.

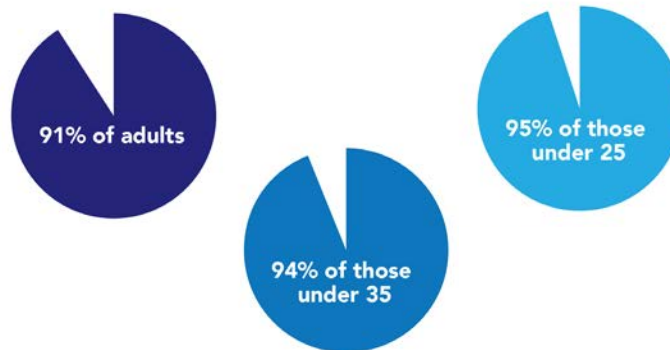
Print magazines inspire readers to take action—to clip ads, recommend products and buy them.

Magazine's ads cost-effectively share your message

Magazine's ads are a trusted tool to communicate your brand's message to the Region's most influential and engaged community and business leaders. Contrary to popular misconception, readers of all ages read magazines—especially

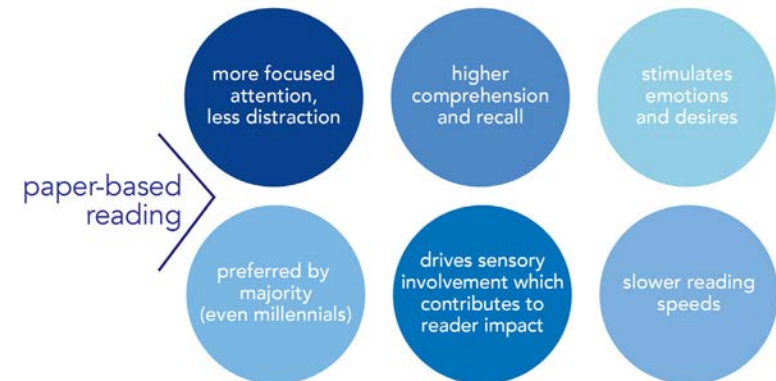
younger adults. Neuroscience research concludes that paper-based reading sticks with readers more than what they read digitally. Readers trust and engage with magazines more than websites or TV.

Readers of all ages read magazines



Base: U.S. adults 18+. Source: GfK MRI, Fall 2017

Paper readers remember more



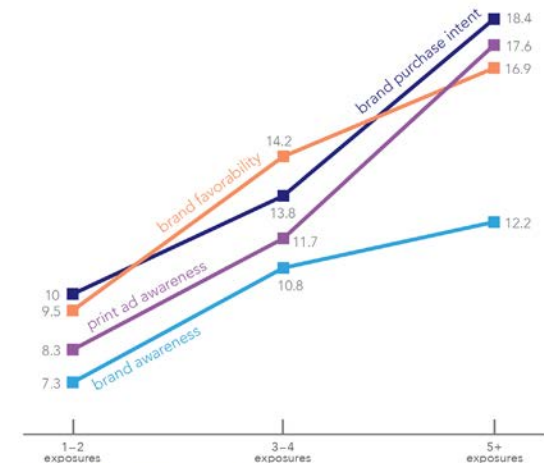
Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA—The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, October 2015

Readers trust magazines

	Magazines	Websites	TV
Touches me deep down	138	91	100
Inspires me in my own life	137	92	89
A treat for me	130	88	114
Affects me emotionally	129	91	103
Improves my mood, makes me happier	127	88	117
Brings to mind things I really enjoy	126	93	104
Trust to tell the truth	120	102	86
Don't worry about accuracy	119	100	94
Is relevant to me	111	100	91

Source: Simmons Multi-Media Engagement Study, Spring 2017

More exposure = more awareness



Source: Millward Brown Digital, 2007-2015

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.

13,937

Total Northwest
Indiana Readership

77%

Of our readers are decision-makers or have influential power

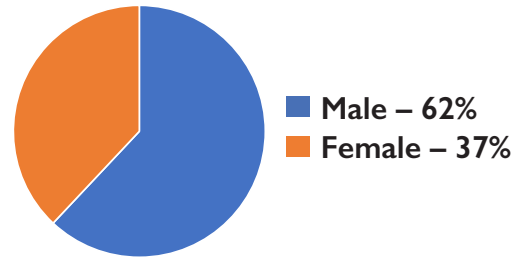
82%

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

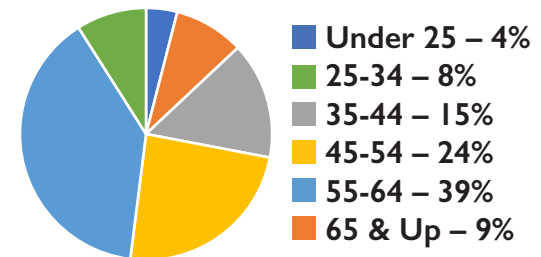
66%

Spend 30 minutes or more reading the magazine

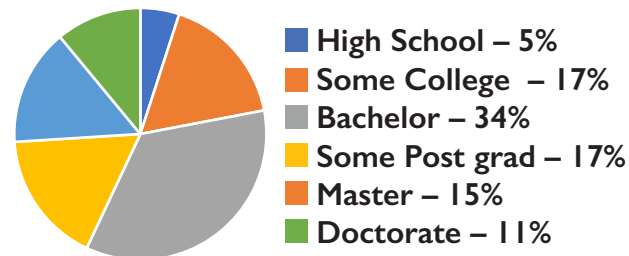
Sex



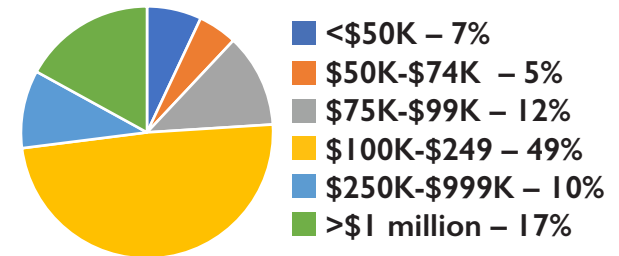
Age



Education



Home Value



13,937

Total Readership

Businesses and community leaders and subscribers

10,634

Mailed to

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

3,303

Provided to

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

27,874

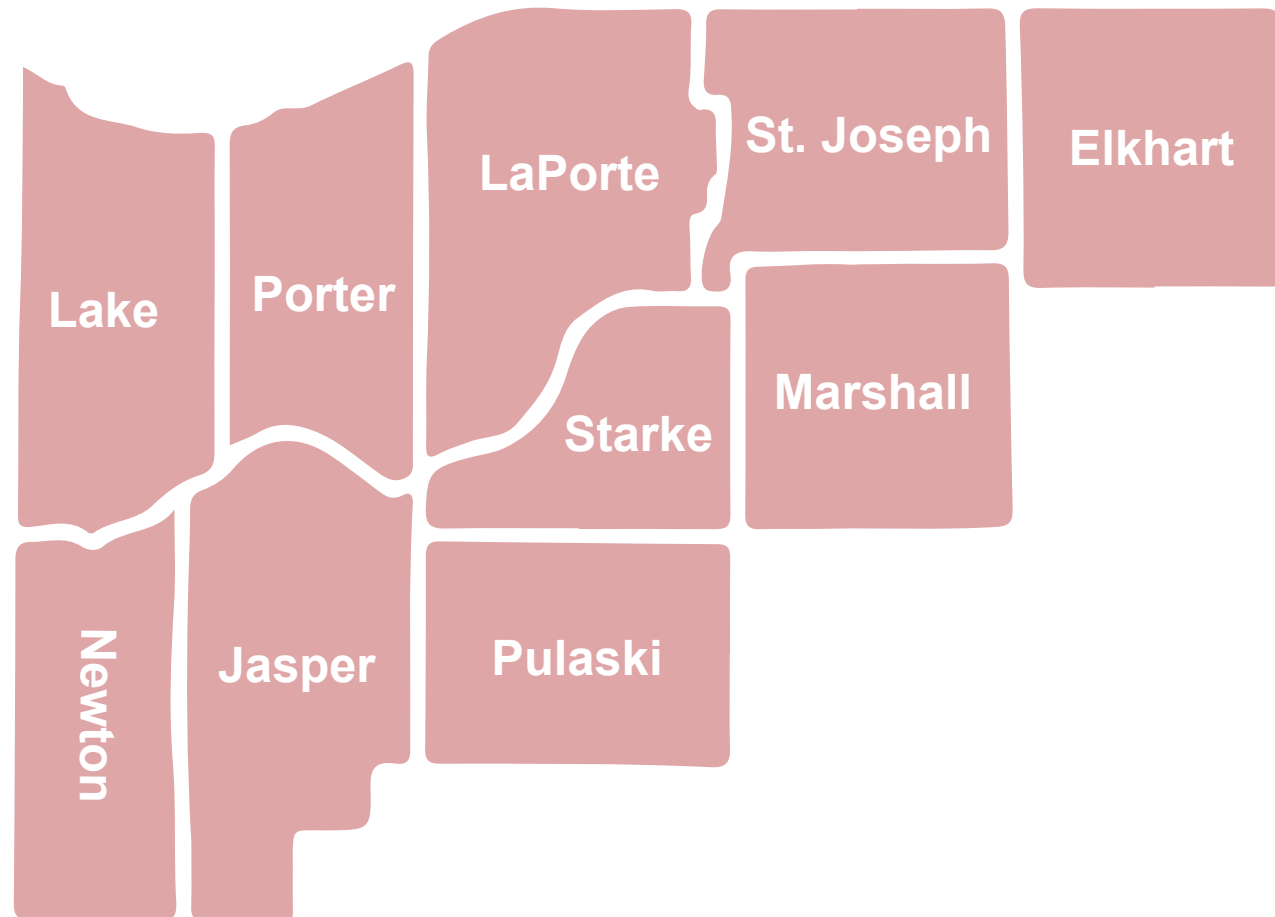
Pass-along Readership

Each copy is read by an average of two people

We reach regional community and business leaders

Almost 14,000 copies of *Northwest Indiana Business Magazine* are read on a bi-monthly basis by businesses and community leaders and subscribers in a 10-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.



2019 Issue Schedule

February / March

Ad Reservation:

December 24, 2018

Ad Material:

December 31, 2018

Publication:

January 30, 2019

June / July

Ad Reservation:

April 19, 2019

Ad Material:

April 26, 2019

Publication:

May 28, 2019

October / November

Ad Reservation:

August 23, 2019

Ad Material:

August 30, 2019

Publication:

October 1, 2019

April / May

Ad Reservation:

February 19, 2019

Ad Material:

February 25, 2019

Publication:

March 27, 2019

August / September

Ad Reservation:

June 21, 2019

Ad Material:

June 28, 2019

Publication:

July 30, 2019

December / January

Ad Reservation:

October 25, 2019

Ad Material:

November 1, 2019

Publication:

December 3, 2019

Article Topics

Accounting / CPAs

Agribusiness

Architecture / Design

Banking

Best of NWI & SB

Business Law

Construction

Diversity

Education

Energy / Environment

Engineering

Entertainment

Entrepreneurs

Financial Services

Fitness / Wellness

Health care

Innovators

International Business

IT/Comm. Technology

Logistics

Managing People

Manufacturing

Marketing

Meetings & Events

Real Estate

Small Business

Staffing / HR

Succession Planning

Tax Planning

Tourism

Worker Benefits

Talent Development

Column Topics

Around the Region

Arts & Entertainment

Business Profile

Economic Development

Financial Matters

Leader Profile

Legal Advice

Making A Difference

Professional Advice

Viewpoint

Return on advertising spend



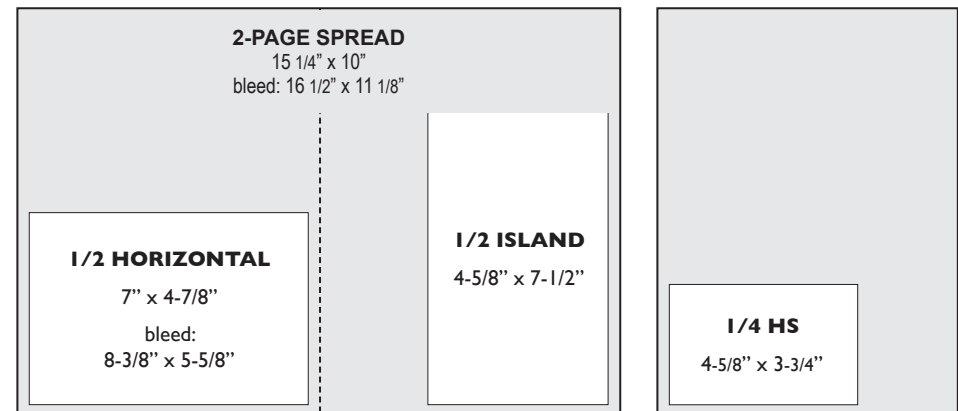
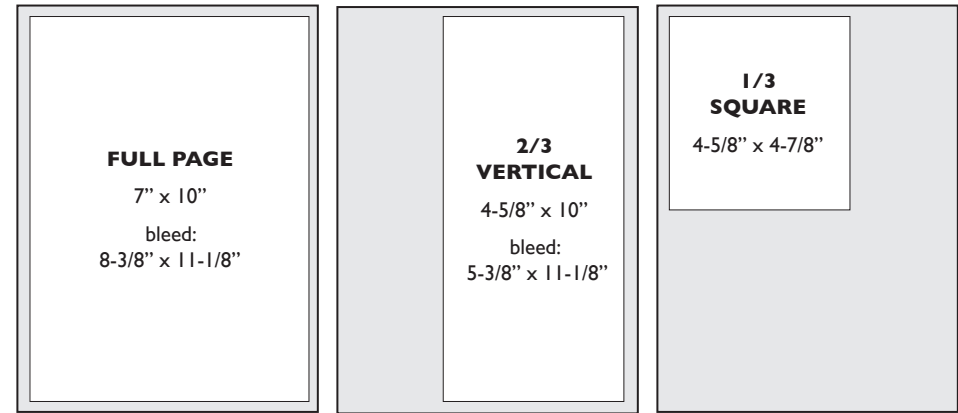
Magazines have the highest return on investment as compared to display, TV, mobile and digital video.

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



Premium 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 Horizontal	4-5/8" x 3-3/4"	-

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