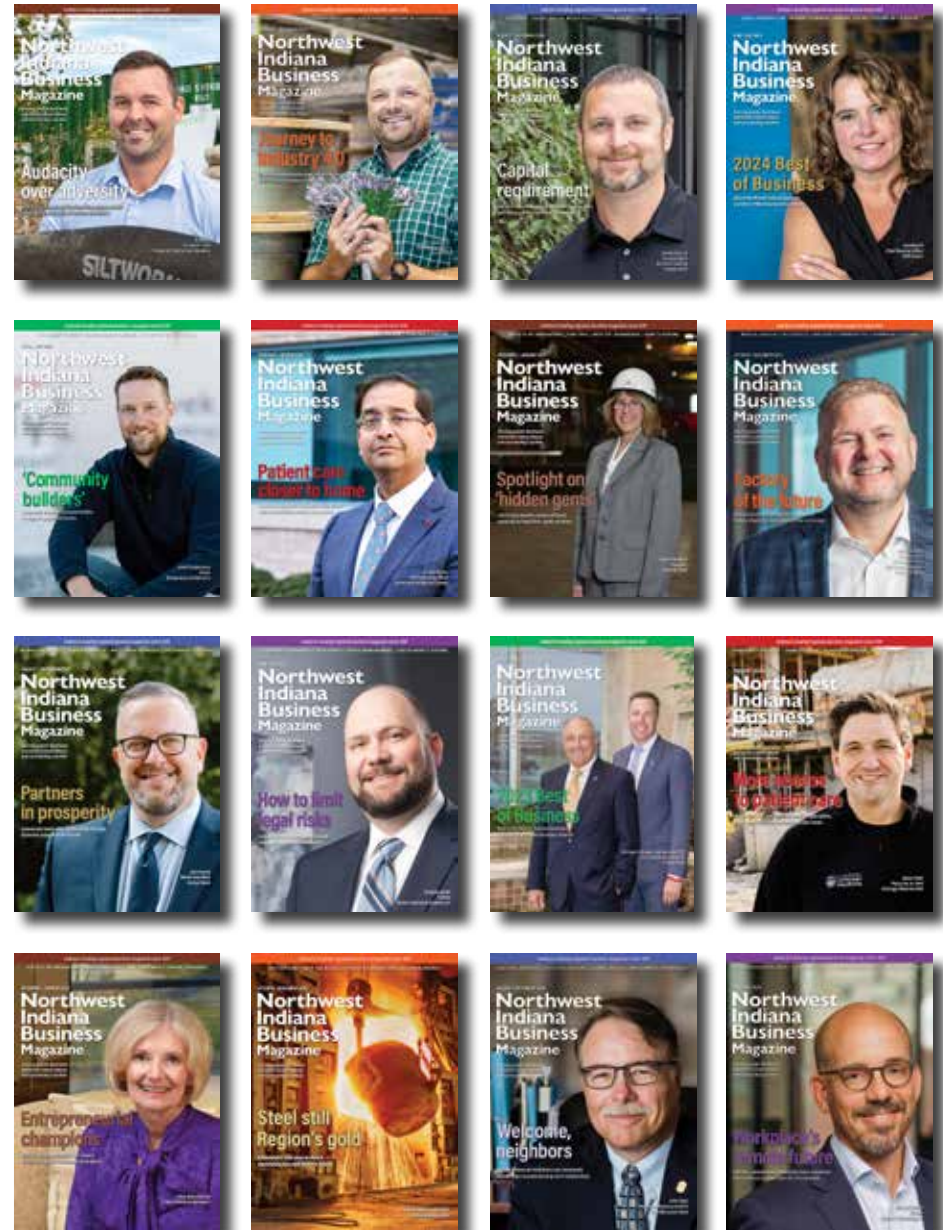




# MEDIA KIT

# 2025



Indiana's leading regional business magazine since 1991

# HOW TO PARTNER WITH US

Every issue, Northwest Indiana Business Magazine asks regional sources to consider topics that affect the economic development of Northwest and North Central Indiana. Every weekday, our websites feature the latest business news in Northwest Indiana and Michiana.

**6** **Print issues a year**  
Our magazine is mailed directly to our readers every other month

**2** **Websites**  
We update our websites Monday through Friday with the latest business news

**52** **Weekly newsletters**  
Stories from NWIndianaBusiness.com are highlighted in this emailed roundup



**Your trusted thought leader for business news in Northwest Indiana and Michiana**



**OUR MISSION** is to publish ideas that inform, inspire, challenge and educate business and community leaders to improve the economy and quality of life in Northwest Indiana and Michiana.



**OUR GOAL** is to help build the regional economy one business at a time by providing both print and digital platforms that share news and ideas about the industries and trends in the Region.



**OUR VISION** is to bring community stakeholders together as they build communities that thrive in a regional economy that works for everyone.

**Let's discuss the possibilities!**

Publisher and Executive Editor **HEATHER PFUNDSTEIN** is ready to be a partner in your success! She is a longtime journalist, who got her start at The Times of Northwest Indiana. She believes every business has a story to tell! Contact her at [hpfundstein@linkermediagroup.com](mailto:hpfundstein@linkermediagroup.com) | 219-440-6385 | [@hpfundstein](https://www.instagram.com/hpfundstein)



# WHO ARE OUR PRINT READERS?

Northwest Indiana Business Magazine's readers are highly engaged in the Region's business community. They believe when businesses and organizations succeed the entire Region benefits.

## 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**

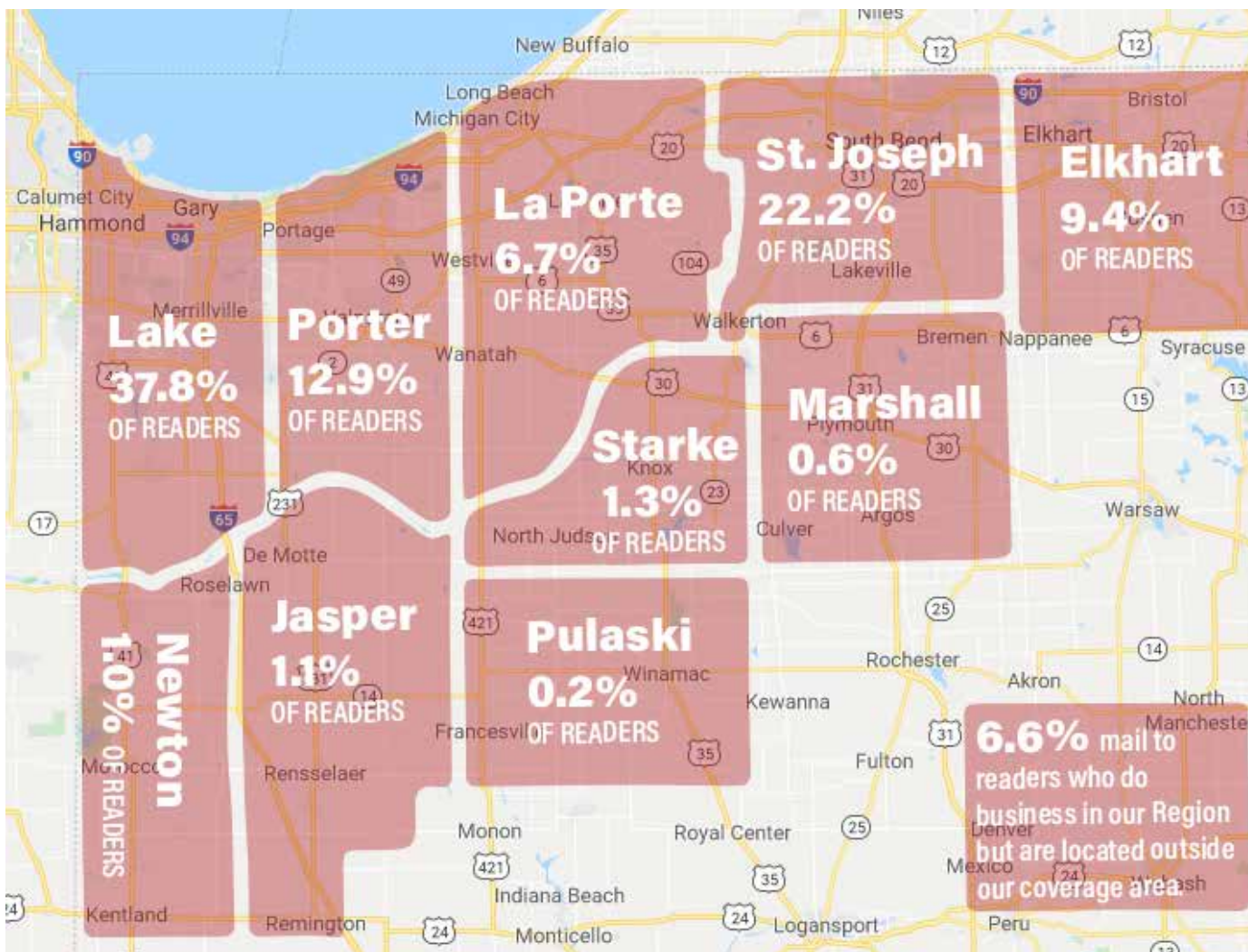
## MAILED TO

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

**1,484**

## PROVIDED TO

Regional placemakers, community and business leaders, and subscribers



**PRINT COVERAGE AREA:** Northwest Indiana Business Magazine serves the 10-county Region of Northwest and North Central Indiana — home to 1.4 million Hoosiers and a fifth of all Indiana businesses.

## DEMOGRAPHICS

### JOB ROLE

**81%**

Are decision-makers or have influential power

### COMMITMENT

**85%**

Consider the magazine their primary source of business news

### TIME SPENT

**72%**

Spend 30 minutes or more reading the magazine

### GENDER

**45%**

Are women

### AGE

**37%**

Are younger than 45

# 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.

728x90

300x250

300 x 250

### 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

728 x 90

300 x 250

300 x 250

300 x 250

## NEWSLETTER

NWI Business Newsletter

October 17, 2024

468 x 60

Read magazine online

Education

Ivy Tech celebrates \$12M in East Chicago campus upgrades

Read More

Insurance

NFP acquires Miller Insurance Group

Read More

Construction

Arcadia Cold facility coming to Crown Point

Read More

Hospitality

White Lodging starts construction on 13th Austin hotel

Read More

468 x 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

# 2025 MAGAZINE SCHEDULE

## ARTICLE TOPICS

FEBRUARY / MARCH



Health Care



Manufacturing



Transportation



Agribusiness



THE FUTURE OF  
Highland



ECONOMIC DEVELOPMENT  
Organizations

APRIL / MAY



Best of Business



Construction



Tourism / Meetings



Small Business



THE FUTURE OF  
Goshen



ECONOMIC DEVELOPMENT  
Environment/Energy

JUNE / JULY



Law



Education



Information Technology



Financial Planning



THE FUTURE OF  
Chesterton



ECONOMIC DEVELOPMENT  
Quality of place

AUGUST / SEPTEMBER



Banking



Marketing



Architecture / Design



HR/Workforce



THE FUTURE OF  
Hobart



ECONOMIC DEVELOPMENT  
Libraries

OCTOBER / NOVEMBER



Commercial Real Estate



Wellness



Tax planning



Philanthropy



THE FUTURE OF  
Granger



ECONOMIC DEVELOPMENT  
Housing

DECEMBER / JANUARY



E-Day / Entrepreneurship



Society of Innovators



Accounting



Succession Planning



THE FUTURE OF  
Lowell



ECONOMIC DEVELOPMENT  
Community foundations

## COLUMN TOPICS

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

## PUBLICATION DEADLINES

FEB / MAR

AD ORDERS DUE:  
January 10, 2025  
  
PUBLISHED:  
February 6, 2025

APR / MAY

AD ORDERS DUE:  
March 7, 2025  
  
PUBLISHED:  
April 1, 2025

JUN / JUL

AD ORDERS DUE:  
May 9, 2025  
  
PUBLISHED:  
June 2, 2025

AUG / SEP

AD ORDERS DUE:  
July 4, 2025  
  
PUBLISHED:  
August 1, 2025

OCT / NOV

AD ORDERS DUE:  
September 5, 2025  
  
PUBLISHED:  
October 1, 2025

DEC / JAN

AD ORDERS DUE:  
November 7, 2025  
  
PUBLISHED:  
December 1, 2025



# ADVERTISING SPECS

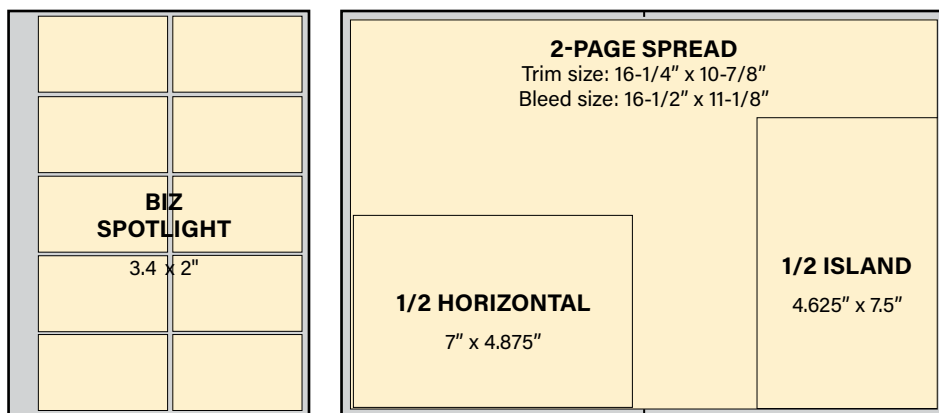
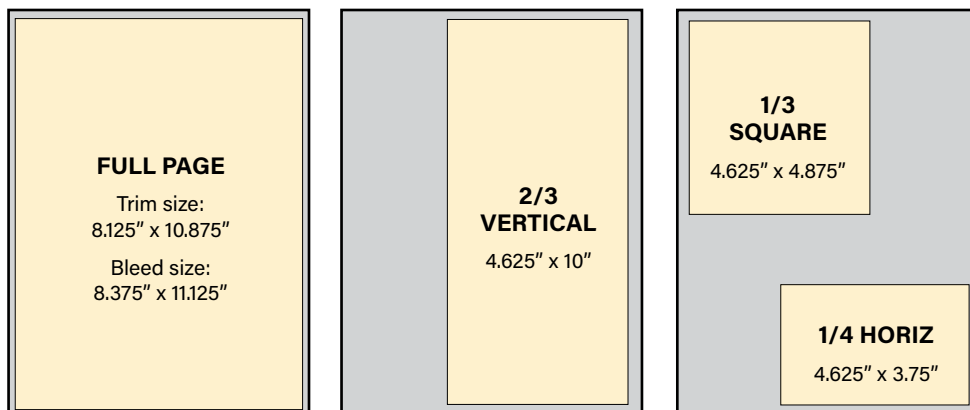
So you bought an ad from us. Now what? First, we will ask you to sign the order so we can save space in the issue, then we need the artwork that fulfills your order, and ultimately appears in print or on our digital products.

## AD SPECIFICATIONS

Find our artwork requirements on our website at <http://nwib.link/qnqk> or by scanning the QR code



## PRINT SIZES



## PRINT FILE SPECS: [NWIB.LINK/QNQK](http://NWIB.LINK/QNQK)

- Use CMYK color (spots will be turned to process)
- Images at least 300 dpi with a 0.125" bleed around the entire ad
- Text smaller than 9 points should be 100% black
- Document settings for full page ads that bleed should be 8.125 x 10.875"
- Crop marks should be outside the bleed line

## WEBSITE SIZES

Three sizes rotate and are sold by the month

### LEADERBOARD AD

728 X 90

### MOBILE AD SIZE

320 x 50

300 x 250

### MEDIUM SQUARE

## NEWSLETTER SIZES

Targeted by the week

### BANNER

468 x 60

160 X 600

### SKYSCRAPER ▶

## DIGITAL FILE SPECS

Website ads can be changed by the months. Newsletter ads can be changed by the week on special request.

- Images 72 dpi, RGB
- JPG or PNG files or retina ready
- URL link where readers are sent when they click on the digital advertisement

## PRINT ARTWORK DEADLINES

### FEBRUARY / MARCH

ARTWORK DUE:

January 15, 2025

### APRIL / MAY

ARTWORK DUE:

March 14, 2025

### JUNE / JULY

ARTWORK DUE:

May 16, 2025

### AUGUST / SEPTEMBER

ARTWORK DUE:

July 11, 2025

### OCTOBER / NOVEMBER

ARTWORK DUE:

September 12, 2025

### DECEMBER / JANUARY

ARTWORK DUE:

November 10, 2025

Note: Extensions granted on a case-by-case basis with prior notice.

## DIGITAL ARTWORK DEADLINES

### SEND ARTWORK BY:

WEBSITES: The 15th of the month before publication

NEWSLETTER: A week before publication

### GO LIVE DATE:

WEBSITE: 1st day of target month

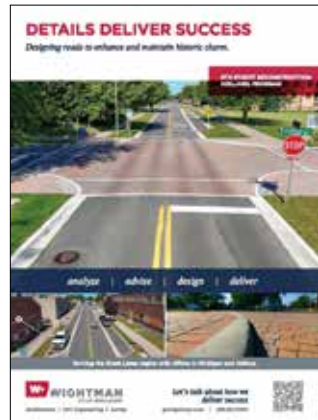
NEWSLETTER: Usually Thursday mornings

# HOW TO JOIN THE CONVERSATION

Northwest Indiana Business Magazine print readers have high expectations for our content. We deliver with engaging, well-researched stories that bring together experts and thought leaders in their fields. Here are some ways to deliver your message to our readers.

## ADVERTISING

Sponsor our content with print advertising up to six times a year.



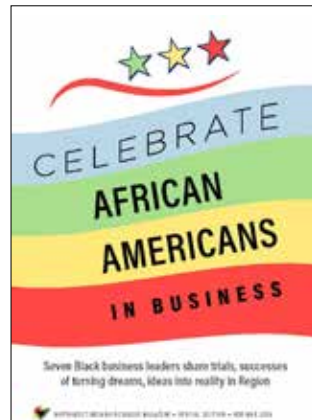
## BEST OF BUSINESS

Promote your business during our annual survey of readers and in our winners issue.



## SPECIAL SECTIONS

Focus your sponsorship on a specific topic or demographic. Ideas welcome.



## BIZ SPOTLIGHT

All you need is a business card to share your product or service with our readers.



## ADVERTORIAL

This one to four-page spread features paid content supplied by the advertiser.



## ADVICE COLUMN

This one-page column offers professional advice from experts who live or work in the Region.



## Participate in the editorial process

### 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](mailto:news@NWIndianaBusiness.com) or [news@MichianaBusinessNews.com](mailto:news@MichianaBusinessNews.com)

### SUGGEST A STORY IDEA



Tell us about unique businesses or nonprofits, programs and people by using

one of our website contact forms or emailing us. We just might include them in a story in our next issue!

### SHARE YOUR EXPERTISE



Our in-depth coverage of the local business community is possible only with

local sources. We are looking for business leaders and experts to share their insights and expertise with our readers.

### CONTRIBUTE A COLUMN



We consider professional advice columns from regional sources and

opinion pieces on topics relevant to our readers. Our contributors are often high-profile local experts and thought leaders in their fields.

### SHARE OUR STORIES



Use our social media buttons to share articles from our websites

with your friends and colleagues, or start a conversation with us and your fellow readers by posting a comment.

# NEW PRODUCT: E-BLAST

An eBlast is a mass email that goes out to our newsletter subscriber list, minus any unsubscribes. These readers are highly engaged business owners, leaders, experts and their employees. Only one eBlast goes out per month.

## Examples

Looking at eBlast examples can give you a better idea of how these emails can fit into your marketing strategy. Let's look at how email blasts might look in real campaigns and what others are doing to promote their businesses to a broader market:

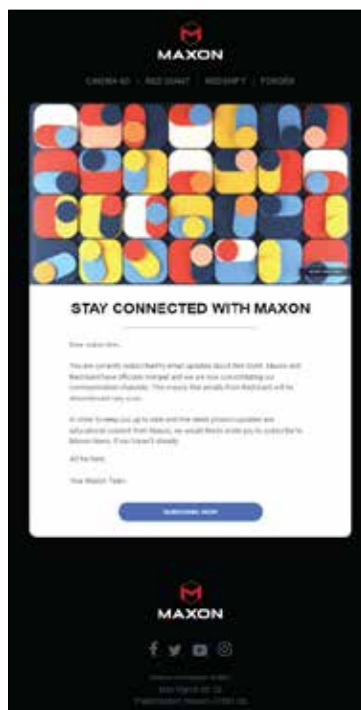
### BRANDING

This email's sections are clearly defined, and each is accompanied by a direct call to action. Customers are further incentivized to participate with a 15% discount code, leading them straight to the website.



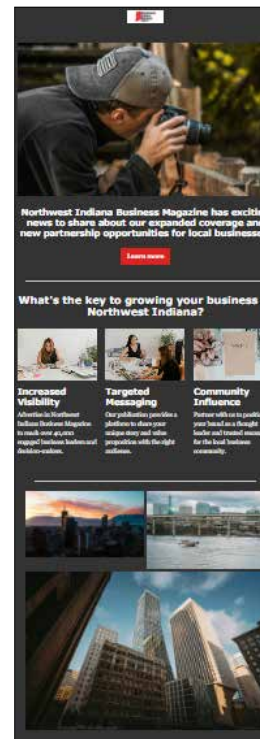
### PERSONAL TOUCH

This email also is simple and offers a letter rather than offers to engage with advertisers. It gives businesses a chance to directly engage with our readers and offer key insights.



### TEMPLATE

Here is an example of a template in our email marketing software. It is sleek, offers multiple entry points and is easy to manipulate to tell your business's unique story.



### E-BLAST TIPS

Personalization is one of the most critical aspects of a successful email blast.

The recommended ratio is roughly 80% text to 20% images.

A cleverly written subject and preview line can be enough to make your readers want to click.

#### References

- reallygooddesigns.com/email-blast-examples/
- www.omnisend.com/blog/email-blasts/
- zapier.com/blog/email-marketing-examples/

### E-BLAST RATES NEW

A mass email sent to our targeted list of readers.

FREQUENCY OF AD	COST PER MONTH
1-5 MONTHS	\$600/month
6-12 MONTHS	\$550/month

### DEADLINES

**CONTENT:** HTML or content elements one to two months before send date

**PROOF:** One month before publication, depending on work required

**TEST EMAIL:** About two weeks before send date



# FROM OUR READERS

Many readers and advertisers are longtime supporters of the magazine. They read our websites daily, our newsletters weekly and our issues bi-monthly. They are happy to share why they think the magazine is an important piece in the Region's economic puzzle.

## Testimonials

Here are a few words from our sponsors and readers:

“

**Northwest Indiana Business Magazine is my first source for staying up to date on local business and industry news.**

— Emily Banas, Indiana University Northwest public relations specialist

~

**NWI Business Magazine is a great resource for me as a local business owner. It helps to keep me plugged into what's going on in a market that doesn't get much news coverage. NWIB fills that gap with great and engaging content.**

— DJ Moore, Erosion & Construction Solutions' CEO

~

**The stories (in Northwest Indiana Business Magazine) are intelligent and well-written with business owners and executives in mind.**

— Erica Dombey, Regional Development Co.'s president

~

**From cover to cover, I (find NWI Business Magazine) interesting, pertinent, readable and timely. Any business leader would benefit from reading it.**

— Leigh Morris, health care consultant and a magazine editorial board member

~

**Wightman has the pleasure of partnering with the incredibly responsive and collaborative team at NWI Business Magazine to enhance our brand visibility.**

— Nicollette Cardwell, Wightman's director of marketing

~

**We know the way to be visible to Region business owners is through NWI Business Magazine.**

— Lorri Feldt, Northwest ISBDC's regional director and a magazine editorial board member

”

## Share stories on social media

Use our social media buttons to share articles from our website with your friends and colleagues, or start a conversation by posting a comment.



@NWINDIANABIZ

@MICHIANABIZNEWS



@nwindianabiz



@michianabiznews



@nwindianabiz



@michianabiznews

## Like our content?



Using Our Content? Buy us a coffee

**Buy us a cup of coffee!** Just click the yellow icon on our stories to let us know you liked it or scan the QR code here ▶



## 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.

## CONTACT US



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Dyer, IN 46311

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news@nwindianabusiness.com