



MEDIA KIT

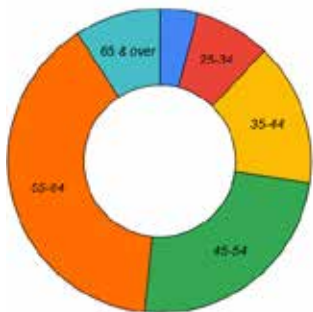
2020



Indiana's leading regional business magazine since 1991

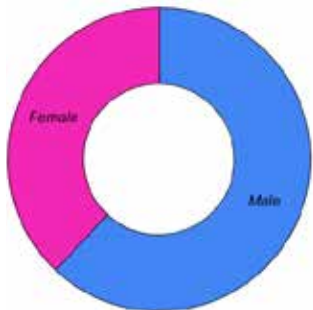
PRINT READERS

Age



- Under 25 – 4%
- 25-34 – 8%
- 35-44 – 15%
- 45-54 – 24%
- 55-64 – 39%
- 65 & Older – 9%

Sex



- Male – 62%
- Female – 38%

READER DEMOGRAPHICS

OUR READERS ARE DECISION-MAKERS

We deliver your marketing message to the Region's most influential and engaged business and community leaders. Our Region-specific, long-form content 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.

77%

Are decision-makers or have influential power

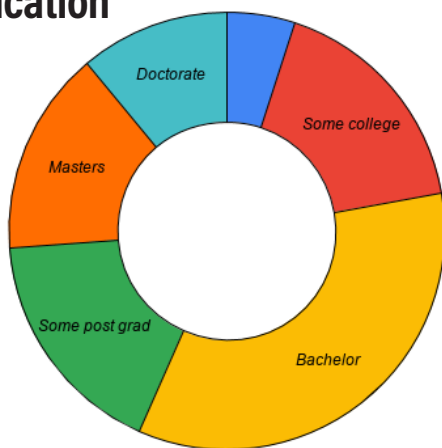
82%

Consider the magazine to be their primary regional magazine

66%

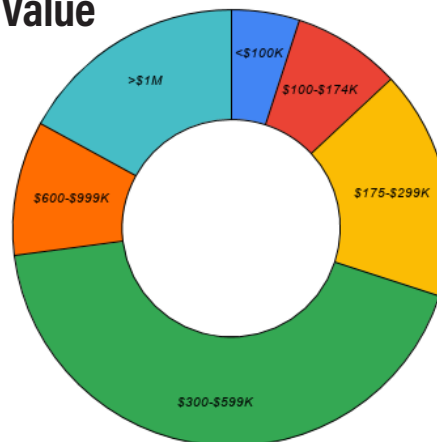
Spend 30 minutes or more reading the magazine

Education



- High School – 5%
- Some College – 17%
- Bachelor – 34%
- Some Post grad – 17%
- Master – 15%
- Doctorate – 11%

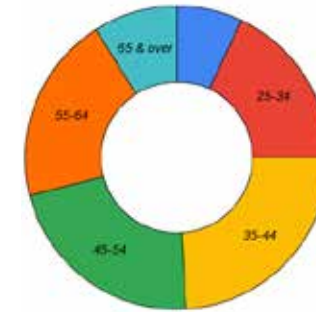
Home Value



- <\$100K – 5%
- \$100K-\$174K – 8%
- \$175K-\$299K – 17%
- \$300K-\$599K – 43%
- \$600K-\$999K – 10%
- >\$1 million – 17%

DIGITAL READERS

Age



- Under 25 – 7%
- 25-34 – 18%
- 35-44 – 24%
- 45-54 – 22%
- 55-64 – 20%
- 65 & Older – 9%

Sex



- Male – 47%
- Female – 53%

MAGAZINE

40,185

TOTAL READERSHIP

Each copy is read by an average of three people

13,395

TOTAL CIRCULATION

Businesses and community leaders and subscribers

11,897

MAILED TO

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

1,400

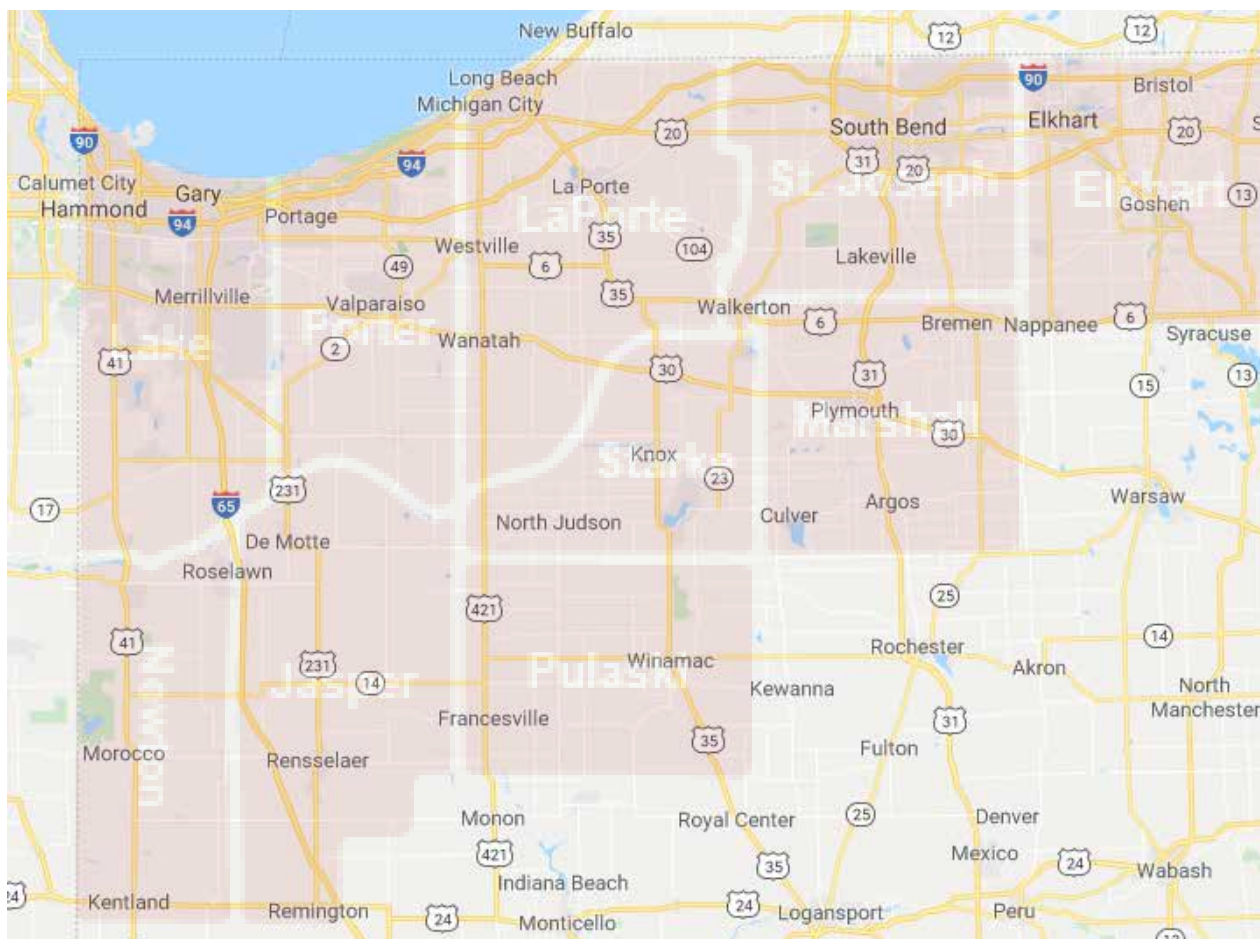
PROVIDED TO

Regional place makers, community and business leaders, and subscribers

TARGETED AUDIENCE

SERVING A FIFTH OF INDIANA'S BUSINESSES

Our magazine serves a 10-county region of Northwest and Northcentral Indiana home to 1.36 million Indiana residents and a fifth of all Indiana businesses.



LAKE ~ PORTER ~ LA PORTE ~ ST. JOSEPH ~ ELKHART
STARKE ~ MARSHALL ~ NEWTON ~ JASPER ~ PULASKI

WEBSITE

12,677

PAGE VIEWS

Page views per month

5,905

WEBSITE VISITORS

Users per month

NEWSLETTER

10,532

NEWSLETTERS SENT

eNewsletters sent per month

20.3%

OPEN RATE

Email open rate
(compares to 15.8% media industry average)

MAGAZINE

SHARE YOUR NEWS

We'd like to hear from you! Send your press releases and Around the Region submissions online via our contact us form or email them to us at news@NWIndianaBusiness.com. We share submissions with our team of editors and writers for consideration in future issues of the magazine, our website news section and our weekly eNewsletter.

SUGGEST AN ARTICLE

We are always on the lookout for unique businesses or nonprofits making a difference in our Region. Use our website contact us form to share your ideas and suggestions with us.

BE A SOURCE

Our in-depth coverage of the local business community isn't possible without local sources. We appreciate and welcome sources who take the time to share their insights and expertise with our readers and us.

PARTNER WITH US

WEBINAR

Present your ideas

No one knows your area of expertise like you! Here's your chance to share your knowledge in an easy format. We take care of all the details, such as advertising, registering participants, reminding them to watch and providing the platform for you to share your subject matter.

Quickly

How long? Each webinar is a 60-minute virtual event consisting of one solo 45-50 minute presentation or two shared 20 -25 minute presentations followed by a Q&A session.

Do we get to practice? Of course, our staff will walk you through it before the event goes live.

We promote it

We'll lead the charge when it comes time to promote your webinar. We do this in four ways:

- 1) **Magazine:** The webinar will be promoted in one AD in the print publication prior to the event.
- 2) **eNewsletter:** The webinar will be advertised in four of our weekly eNewsletters during the month prior to the event.
- 3) **Website & Social:** An AD will appear on our website for about two weeks before the event.



WEBSITE AD ▲

- 4) **Emails:** Multiple emails will be sent confirming registration and reminding participants to watch.



ENEWSLETTER PROMO ▲



MAGAZINE AD ▲

Pick your date

1 Sign up by these deadlines so we have plenty of time to create the artwork and announce your webinar to potential participants:

| MONTH OF WEBINAR | ORDER BY |
|------------------|----------|
| February | Jan 6 |
| March | Jan 6 |
| April | Mar 2 |
| May | Mar 2 |
| June | May 4 |
| July | May 4 |
| August | Jul 6 |
| September | Jul 6 |
| October | Aug 31 |
| November | Aug 31 |
| December | Nov 2 |
| January | Nov 2 |

2 Decide on a date for your webinar. Give your panelists plenty of time to prepare and practice. Here are potential dates:

| Tuesday | Wednesday | Thursday |
|--------------|--------------|--------------|
| Feb 18 | Feb 19 | Feb 20 |
| Mar 17 | Mar 18 | Mar 19 |
| Apr 14 | Apr 15 | Apr 16 |
| May 19 | May 20 | May 21 |
| Jun 16 | Jun 17 | Jun 18 |
| Jul 14 | Jul 15 | Jul 16 |
| Aug 18 | Aug 19 | Aug 20 |
| Sep 15 | Sep 16 | Sep 17 |
| Oct 13 | Oct 14 | Oct 15 |
| Nov 17 | Nov 18 | Nov 19 |
| Dec 15 | Dec 16 | Dec 17 |
| Jan 12, 2021 | Jan 13, 2021 | Jan 14, 2021 |

WEBSITE

READ ONLINE

All articles from the magazine and our Region business news items are available to read on our mobile-optimized website.

COMMENT

Start a conversation with us and your fellow readers by posting a comment. We welcome your advice, your criticism and your unique insights.

FOLLOW US

Like or follow us on social.

- [linkedin.com/company/NWIndianaBiz](https://www.linkedin.com/company/NWIndianaBiz)
 - [facebook.com/NWIndianaBiz](https://www.facebook.com/NWIndianaBiz)
 - twitter.com/NWIndianaBiz
- Mention the magazine using @NWIndianaBiz when you refer to us in a social post.

SHARE OUR STORIES

Use our social share buttons to share articles you find interesting from our website with your friends and colleagues.

2020 SCHEDULE

ARTICLE TOPICS

FEB / MARCH



E-Day / Entrepreneurs



Transportation



HR / Staffing



Commercial
Real Estate



Agribusiness

APRIL / MAY



Best of Business



Tourism / Meetings



Construction



Environment



Residential
Real Estate

JUNE / JULY



Law



Education



Health Care



Marketing



Financial
Planning

AUG / SEPT



Banking



Worker Benefits



NWI Hall of Fame



International
Business



Quality of Life

OCT / NOV



Small Business



Manufacturing



Tax Planning



Architecture /
Design



Logistics

DEC / JAN



IT / Technology



Accounting



Wellness



Succession Planning



Workforce Development /
Training

COLUMN TOPICS

AROUND THE REGION • ARTS & ENTERTAINMENT • BUSINESS PROFILE • ECONOMIC DEVELOPMENT •
FINANCIAL MATTERS • LEADER PROFILE • LEGAL ADVICE • MAKING A DIFFERENCE • PROFESSIONAL ADVICE • VIEWPOINT

DEADLINES

FEB / MARCH

Order due: Dec 21, 2019

Artwork due: Jan 2, 2020

Published: Jan 29, 2020

APRIL / MAY

Order due: Feb 24, 2020

Artwork due: March 2, 2020

Published: April 1, 2020

JUNE / JULY

Order due: April 17, 2020

Artwork due: April 24, 2020

Published: May 28, 2020

AUG / SEPT

Order due: June 22, 2020

Artwork due: June 29, 2020

Published: July 29, 2020

OCT / NOV

Order due: Aug 24, 2020

Artwork due: Aug 30, 2020

Published: Sept 30, 2020

DEC / JAN

Order due: Oct 16, 2020

Artwork due: Oct 23, 2020

Published: Dec 2, 2020

WEBSITE



DIGITAL SPONSORSHIP

Maximize your visibility with dominant positioning within Northwest Indiana Business' high-quality digital content as one of our digital sponsors. Combine persuasive branding with high-impact ad positions in both our website and emails. The only way to reach Northwest Indiana Business' web and email readers with digital display advertising — your digital ads will rotate in ALL web and newsletter ad positions.

~

NWINDIANABUSINESS.COM

Our website is updated daily with the latest regional business news. We publish multiple business-related news stories on topics and issues relevant to Northwest and Northcentral Indiana.

WEBSITE AD SIZES

- Leaderboard 728x90 pixels, 72 dpi
- Medium Square 300x250 pixels, 72 dpi

NEWSLETTER AD SIZES

- Banner Ad: 468x60 pixels, 72 dpi
- Sponsor Logo: 160x160 pixels, 72 dpi

NEWSLETTER

Our email newsletter provides a quick and convenient way to stay on top of the week's most important regional news stories without cluttering your inbox. Our editors select and summarize the most crucial items from our website news section and deliver them in a convenient weekly email.

DEADLINES

Order by:

1st business day of prior month

Submit materials by:

15th of prior month

Publication:

1st day of target month

NEWSLETTER



OUR STORY

Founded in 1991, we have grown from two to six editions a year. 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 quality information and articles. Our expanded 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 the Region.

The current magazine staff, with the hard work and dedication of our local editorial advisory board, writers and photographers, continues our commitment to promote NWI's business community with integrity and pride.

CONTACT US

905 Joliet St. #237
Dyer, IN 46311
219-230-3777
888-915-0339
info@linkermediagroup.com

BEST OF BUSINESS AWARDS

Each year, our magazine surveys our readers asking them to vote for the best businesses throughout Northwest Indiana and Greater South Bend/Mishawaka. 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 business community.



VOTING BEGINS

**Dec
2**

VOTING CLOSES

**Feb
14**

RESULTS PUBLISHED

**April
edition**

AWARD PROCESS

Voting

Our readers visit NWIndianaBusiness.com to vote for their favorite businesses in multiple categories.

Selection

Results are tabulated and analyzed to ensure each reader has only voted once in each category.

Notification

Winners are notified in advance so they can highlight their honor in their marketing materials and in our magazine, website and newsletter.

Promotion

We list the winners in the April/May edition of the magazine, on our website and in our social media accounts.

OUR STAFF



Troy Linker

CEO / Publisher
tlinker@linkermediagroup.com



Melanie Aylsworth

Account Manager
maylsworth@linkermediagroup.com



Larry Avila

Managing Editor
lavila@linkermediagroup.com



Heather Pfundstein

Magazine Design/Production
hpfundstein@linkermediagroup.com