



MEDIA KIT

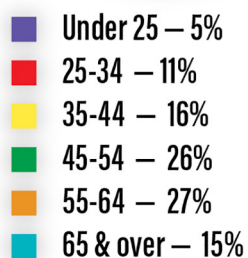
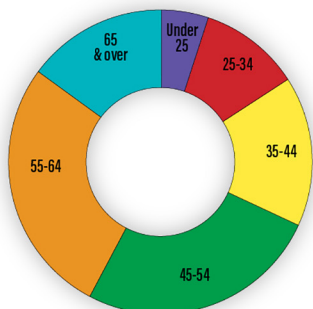
2021



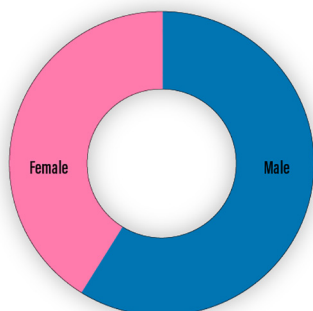
Celebrating 30 years as Indiana's leading regional business magazine: 1991-2021

PRINT READERS

Age



Sex



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.

79%

Are decision-makers or have influential power

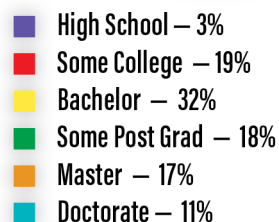
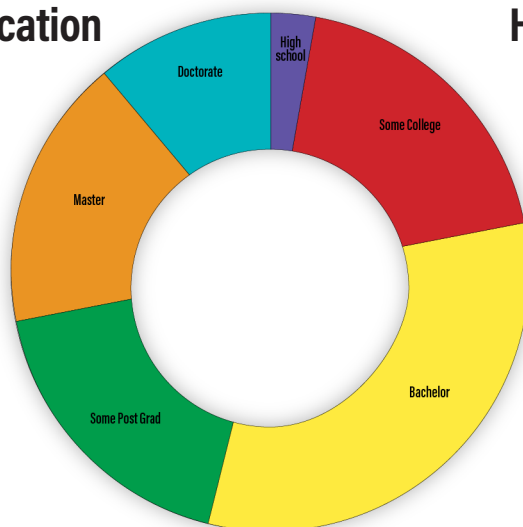
83%

Consider the magazine to be their primary regional magazine

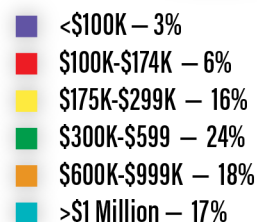
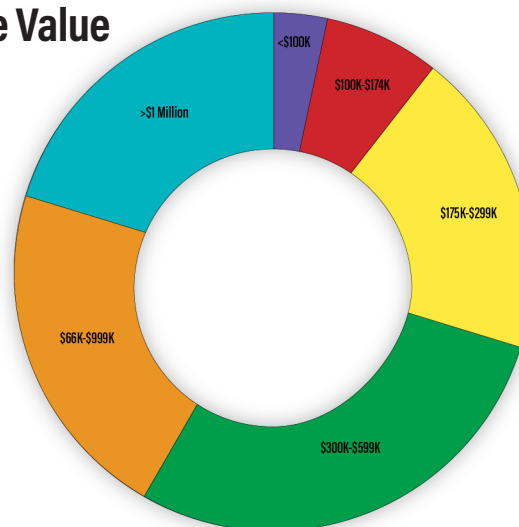
69%

Spend 30 minutes or more reading the magazine

Education

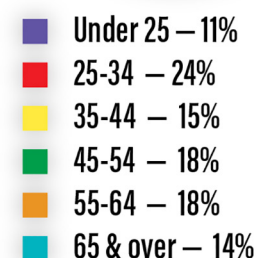
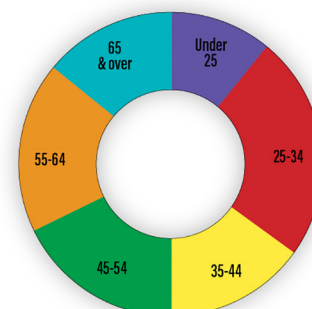


Home Value

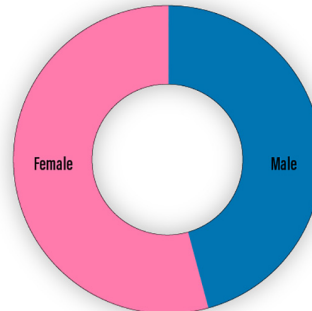


DIGITAL READERS

Age



Sex



MAGAZINE

41,043

TOTAL READERSHIP

Each copy is read by an average of three people

13,681

TOTAL CIRCULATION

Businesses and community leaders and subscribers

12,281

MAILED TO

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

1,400

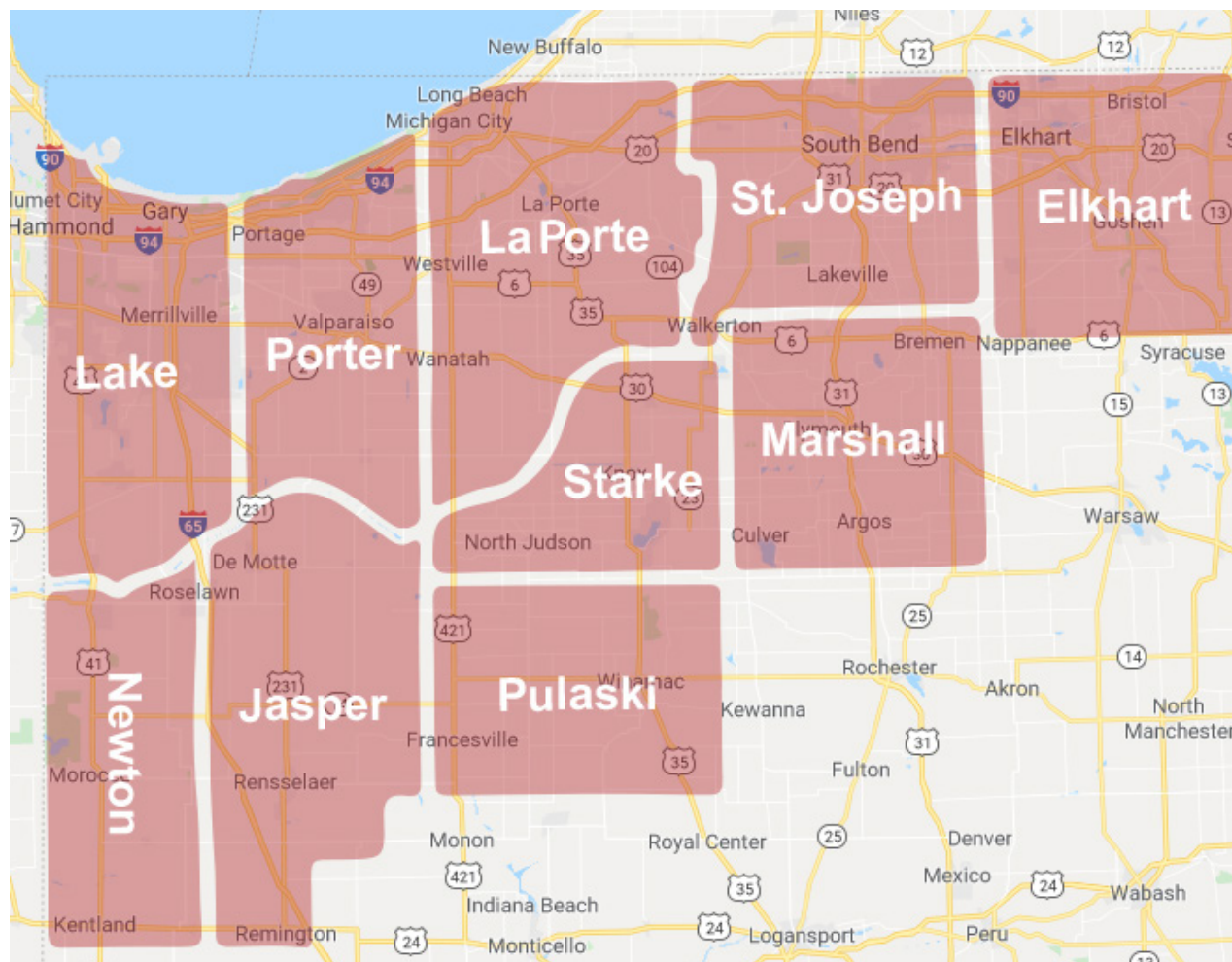
PROVIDED TO

Regional place makers, community and business leaders, and subscribers

TARGETED PRINT AND DIGITAL AUDIENCES

MAGAZINE COVERAGE AREA

Northwest Indiana Business Magazine serves a 10-county region of Northwest and Northcentral Indiana — home to 1.36 million Hoosiers and a fifth of all Indiana businesses.



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

WEBSITES

13,310

PAGE VIEWS

Page views per month

6,201

WEBSITE VISITORS

Users per month

NEWSLETTER

15,016

NEWSLETTERS SENT

eNewsletters sent per month

20.6%

OPEN RATE

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

DIGITAL SPONSORSHIPS

WEBSITES

NWIndianaBusiness.com

Updated daily with regional business-related news stories on topics and issues relevant to the seven-county region of Lake, Porter, La Porte, Newton, Jasper, Starke and Pulaski, which make up Northwest Indiana

MichianaBusinessNews.com

Updated daily with regional business-related news stories on topics and issues relevant to the five Indiana counties of St. Joseph, Elkhart, La Porte, Marshall and Starke, and the two Michigan counties of Berrien and Cass, which make up the Michiana region

NEWSLETTER

NWI Business Newsletter

Our editors select and deliver the week's top five most essential business news stories in an unobtrusive email. Providing readers a quick and convenient way to stay on top of important Region business news.

Monthly digital sponsorships reach our targeted web and email newsletter readers with digital display ads.

WEBSITE SPONSORSHIP

- Ads displayed on both NW Indiana Business.com and Michiana Business News.com
- Ads rotate between leaderboard and medium rectangle ad positions
- Unlimited number of ad designs accepted for each size

WEBSITE/NEWSLETTER SPONSORSHIP

- Website sponsorship
- One ad in each week's email newsletters
- Ads rotate between header and body ad positions
- Up to 3 ad designs accepted

Lock in your dates early because we have limited availability. To offer maximum exposure for our sponsors, we only accept a limited number of sponsorships each month.

2021 MAGAZINE SCHEDULE

ARTICLE TOPICS

FEBRUARY / MARCH



Health Care



Transportation



HR / Staffing



Commercial
Real Estate



Agribusiness

APRIL / MAY



Best of Business



Tourism / Meetings



Construction



Environment



Residential
Real Estate

JUNE / JULY



Law



Education



IT / Technology



Marketing



Financial
Planning

AUGUST / SEPTEMBER



Banking



Worker Benefits



Small Business



International Business



Community Engagement /
Philanthropy

OCTOBER / NOVEMBER



Society of Innovators



Manufacturing



Tax Planning



Architecture /
Design



Logistics

DECEMBER / JANUARY



E-Day / Entrepreneurs



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

FEBRUARY / MARCH

Order due: Dec 23, 2020

Artwork due: Jan 4, 2021

Published: Jan 28, 2021

APRIL / MAY

Order due: Feb 26, 2021

Artwork due: March 5, 2021

Published: April 1, 2021

JUNE / JULY

Order due: April 23, 2021

Artwork due: April 30, 2021

Published: May 28, 2021

AUGUST / SEPTEMBER

Order due: June 25, 2021

Artwork due: July 2, 2021

Published: July 29, 2021

OCTOBER / NOVEMBER

Order due: Aug 27, 2021

Artwork due: Sept 3, 2021

Published: Sept 30, 2021

DECEMBER / JANUARY

Order due: Oct 22, 2021

Artwork due: Oct 29, 2021

Published: Nov 29, 2021

GET LISTED

NWIBUSINESS.COM



New in 2021 is our Northwest Indiana Business Directory. We

launched this website to help NWI businesses increase their search rankings, build trust and authority with search engines, and give potential customers, our readers, a greater chance to find them online.

CLAIM / UPDATE LISTING

Click the "claim your listing" button to request editing access. Once access is granted by our staff, you are free to update and customize your listing.

ADD LISTING

Click the "add listing" button to become part of the directory. Our staff will review each listing, and once approved, you will have editing access to update and customize your listing.

PROMOTION

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
- news@MichianaBusinessNews.com

You might see your new employees in Around the Region or become part of a longer story.



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.



Suggest a story idea

Tell us about unique businesses or nonprofits that make a difference in our community by using one of our website contact forms. We just might feature them in our next edition!



Contribute a column

On a case-by-case basis, we consider columns from outside contributors and opinion pieces on topics relevant to our readers. Our contributors are often high-profile local experts and thought leaders in their fields.

PROMOTE US

FOLLOW US

Like or follow us on social.



[nwindianabiz](#)
[michianabiznews](#)



[nwindianabiz](#)
[michianabiznews](#)



[nwindianabiz](#)
[michianabiznews](#)

SHARE OUR STORIES

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

COMMENT

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

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 NWI and Michiana.

The current magazine staff, with the hard work and dedication of our local editorial advisory board, writers and photographers, continues our commitment to promote the area'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, 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.



VOTING BEGINS
**November
30th
2020**

VOTING CLOSES
**February
12th
2021**

RESULTS PUBLISHED
**April
1st
2021**

* In our April 2021 edition

AWARD PROCESS

Voting

Our readers visit NWIndianaBusiness.com and MichianaBusinessNews.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, websites and newsletter.

Promotion

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

OUR STAFF



Troy Linker

CEO / Publisher
tlinker@linkermediagroup.com



Larry Avila

Managing Editor
lavila@linkermediagroup.com



Heather Pfundstein

Design/Production
hpfundstein@linkermediagroup.com