



MEDIA KIT

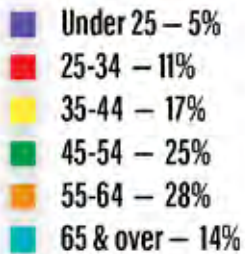
2022



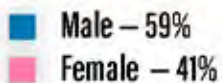
Indiana's leading regional business magazine since 1991

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

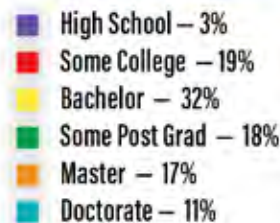
83%

Consider the magazine to be their primary regional magazine

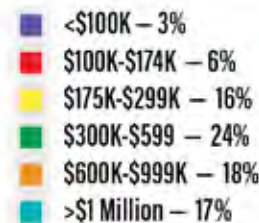
69%

Spend 30 minutes or more reading the magazine

Education

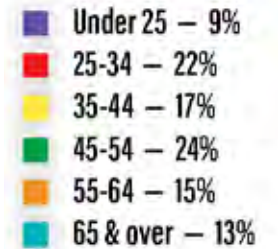


Home Value

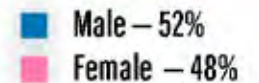
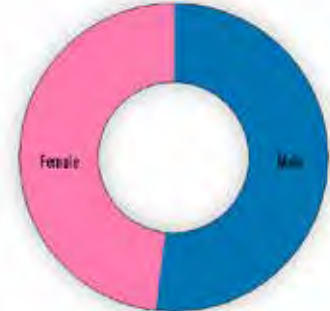


DIGITAL READERS

Age



Sex



MAGAZINE

41,043

TOTAL READERSHIP

Each copy is read by an average of three people

13,872

TOTAL CIRCULATION

Businesses and community leaders and subscribers

12,472

MAILED TO

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

1,400

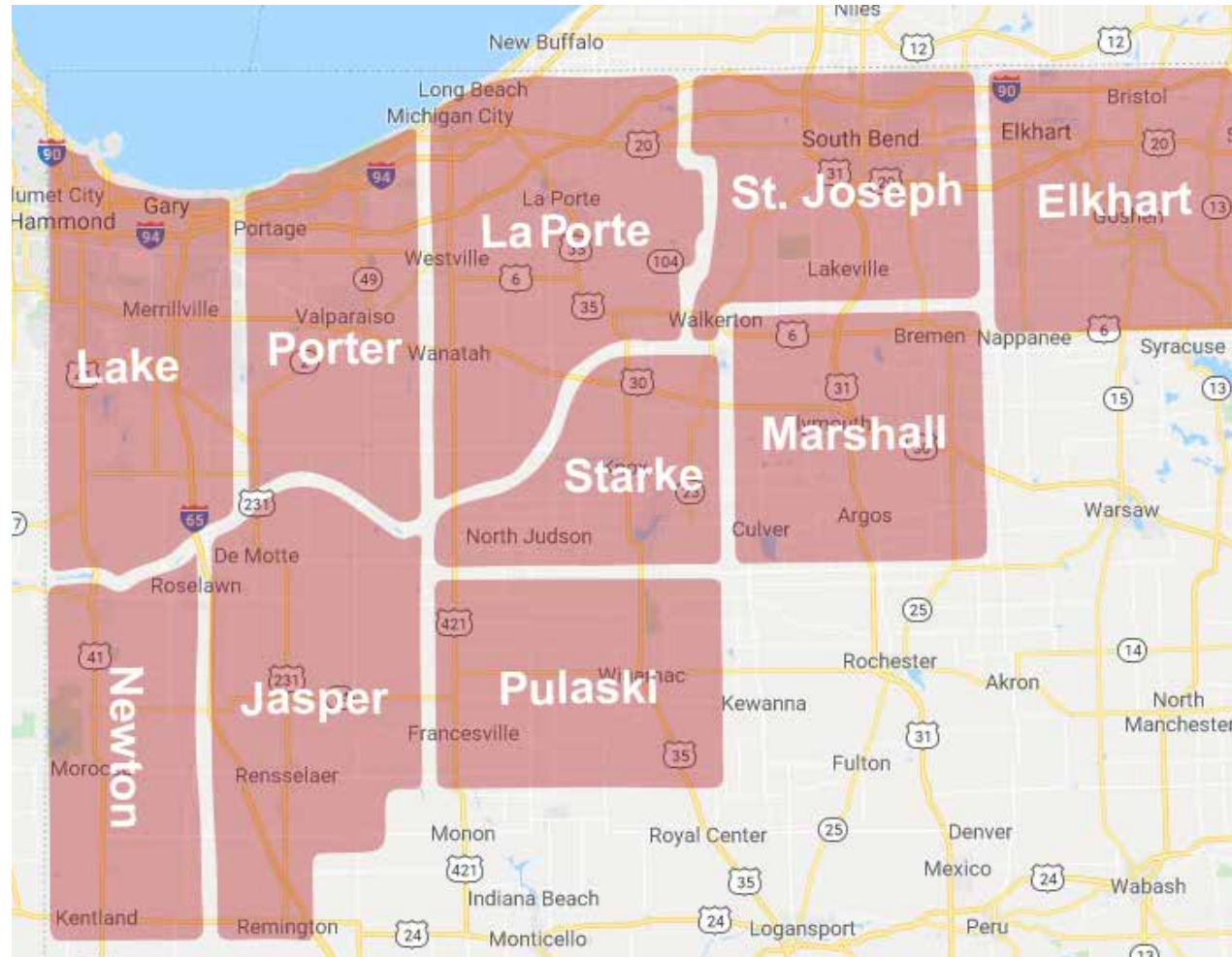
PROVIDED TO

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 North Central 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

13,620

PAGE VIEWS

Page views per month

6,342

WEBSITE VISITORS

Users per month

NEWSLETTER

16,560

NEWSLETTERS SENT

eNewsletters sent per month

20.1%

OPEN RATE

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



DIGITAL SPONSORSHIPS

SPONSORSHIP

WEBSITE/ NEWSLETTER

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

- Ads displayed on both NW Indiana Business.com and Michiana Business News.com
- Website ads rotate between leaderboard and medium rectangle ad positions
- One ad in each week's email newsletters
- Newsletter ads rotate between header and body ad positions
- Up to 3 ad designs accepted for each position

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.

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.



2022 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



Information Technology



Marketing



Financial
Planning

AUGUST / SEPTEMBER



Banking



Worker Benefits



Small Business



International Business



Community Engagement /
Philanthropy

OCTOBER / NOVEMBER



Manufacturing



Wellness



Tax Planning



Architecture /
Design



Logistics

DECEMBER / JANUARY



E-Day / Entrepreneurship



Society of Innovators



Accounting



Succession Planning



Workforce Development /
Training

COLUMN TOPICS

AROUND THE REGION • BUSINESS PROFILE • LEADER PROFILE • LEGAL ADVICE
MAKING A DIFFERENCE • OFF HOURS • PROFESSIONAL ADVICE • VIEWPOINT

DEADLINES

FEBRUARY / MARCH

Order due: December 30, 2021

Ads due: January 7, 2022

Published: January 31, 2022

APRIL / MAY

Order due: March 4, 2022

Ads due: March 11, 2022

Published: March 31, 2022

JUNE / JULY

Order due: April 29, 2022

Ads due: May 6, 2022

Published: May 27, 2022

AUGUST / SEPTEMBER

Order due: July 1, 2022

Ads due: July 8, 2022

Published: July 29, 2022

OCTOBER / NOVEMBER

Order due: September 2, 2022

Ads due: September 9, 2022

Published: September 30, 2022

DECEMBER / JANUARY

Order due: November 4, 2022

Ads due: November 11, 2022

Published: November 30, 2022

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.



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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

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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.

AWARDS PROCESS

► NOMINATING

Readers visit NWIndianaBusiness.com and MichianaBusinessNews.com to nominate their favorite businesses in multiple categories.

► VOTING

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.



NOMINATING

November 8, 2021

until

December 17, 2021

VOTING

December 27, 2021

until

February 4, 2022

RESULTS PUBLISHED

April 1, 2022

* In our April 2022 edition

OUR STAFF



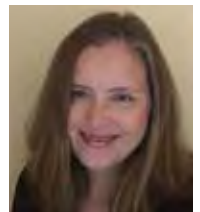
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