



MEDIA KIT

2025



Indiana's leading regional business magazine since 1991

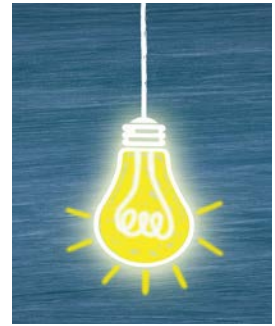
HOW TO PARTNER WITH US

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 | 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

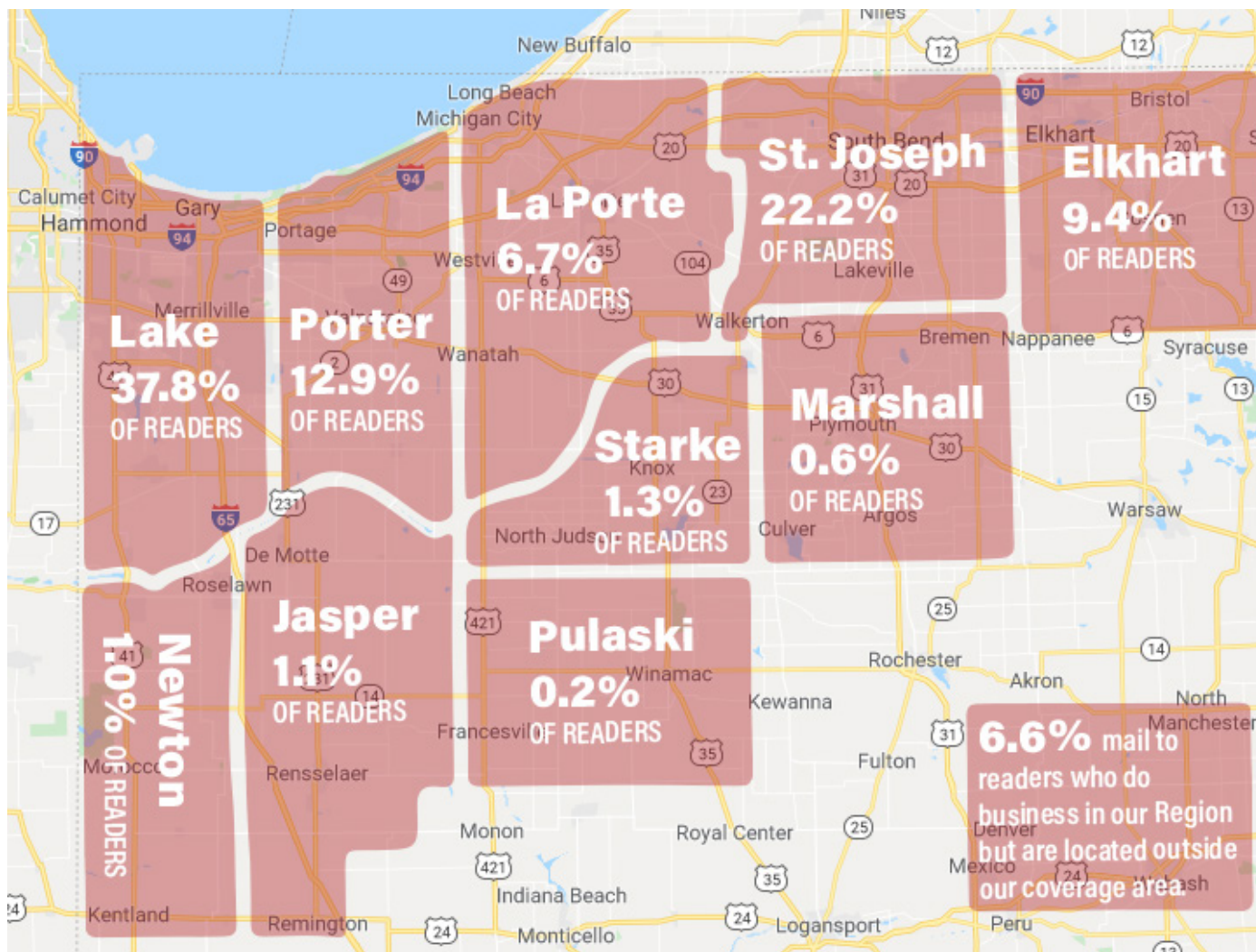
MAILED TO

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

300x250

Surf Internet awarded Next Level Connections grant

VIA Marketing appoints new account executives

Surf Internet awarded Next Level Connections grant

VIA Marketing appoints new account executives

Community Hospital receives recognition

Hammond retail center under new ownership

Amazon breaks ground on \$118 data center campus

Michigan City to build all-inclusive playground

Latest Magazine

From Magazine

Alpha Prime Communications to open Dyer location

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

Professional services firm rebrands

Horizon Bank honors advisors for volunteerism, leadership

Guide to South Bend Mishawaka available

Amazon breaks ground on \$118 data center campus

Franciscan Health to host two baby showers

FOUNDER FACTORY

WRIGHTMAN

Michigan City to celebrate new mural

Michigan City to celebrate new mural

Economic Development Corp. adds new role

NEWSLETTER

NWI Business Newsletter

October 17, 2024

468 x 60

Education

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

Ivy Tech Community College renovated its enrollment, automotive, welding and industrial technology areas at its East Chicago campus.

Insurance

NFP acquires Miller Insurance Group

Miller Insurance Group, which has an office in Bremen, was acquired by NFP, the New York-based property and casualty broker.

Construction

Arcadia Cold facility coming to Crown Point

FCL Builders began work on a 322,000-square-foot cold storage project that will serve the greater Chicago area and Canada.

Hospitality

White Lodging starts construction on 13th Austin hotel

Hotel and restaurant developer based in Merrillville has started construction on a 13-story building in downtown Austin.

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
Entertainment / Sports

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

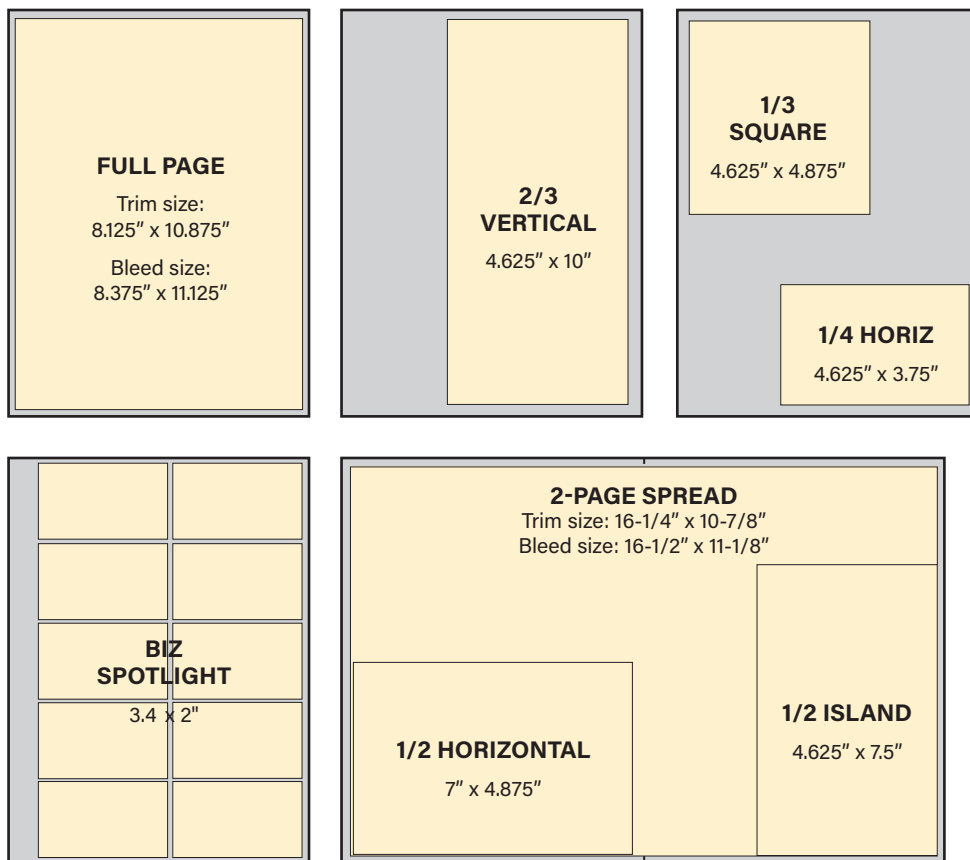
So you bought an ad from us. Now what? First, we will ask you to sign the order so we can save space in the issue, then we need the artwork that fulfills your order, and ultimately appears in print or on our digital products.

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

- 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
- 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 Thursday publication

GO LIVE DATE:

WEBSITE: 1st day of target month

NEWSLETTER: Thursday mornings

2025 ADVERTISING RATES

Northwest Indiana Business Magazine engages 40,000 readers per issue, six times a year. Our weekly newsletter has a more than 30% open rate, and our two websites are updated Monday through Friday.

FULL COLOR MAGAZINE RATES

AD SIZE	1-2 ADS A YEAR	3-5 ADS A YEAR	6 ADS A YEAR
4- PAGE SPREAD	\$8,172 / ad	\$7,763 / ad	\$7,375 / ad
2-PAGE SPREAD	\$4,767 / ad	\$4,430 / ad	\$4,095 / ad
FULL PAGE	\$2,970 / ad	\$2,760 / ad	\$2,550 / ad
2/3 VERTICAL	\$2,383 / ad	\$2,215 / ad	\$2,047 / ad
1/2 VERTICAL	\$2,173 / ad	\$2,020 / ad	\$1,869 / ad
1/2 HORIZONTAL	\$1,937 / ad	\$1,795 / ad	\$1,660 / ad
1/3 SQUARE	\$1,700 / ad	\$1,580 / ad	\$1,460 / ad
1/4 HORIZONTAL	\$1,560 / ad	\$1,450 / ad	\$1,340 / ad
BIZ DIRECTORY - 1/10	\$350 / ad	\$325 / ad	\$300 / ad

BONUS Buy six full page print ads in one year and receive a complimentary logo in our 6 issue announcements.

PRINT AD SIZES

- FULL PAGE:** 8.125 x 10.875 inches with a 0.125 inch bleed around the entire ad
- TWO-THIRDS VERTICAL:** 4.625 x 10 inches
- HALF VERTICAL:** 4.625 x 7.5 inches
- HALF HORIZONTAL:** 7 x 4.875 inches
- THIRD:** 4.625 x 3.75 inches
- QUARTER:** 4.625 x 3.75 inches
- BIZ DIRECTORY:** 3.4x2 inches

PREMIUM MAGAZINE RATES

FULL PAGE AD PLACEMENT	PER ISSUE
INSIDE FRONT COVER	\$3,200 / ad
PAGE ONE	\$3,150 / ad
PAGE 3 - Opposite table of contents	\$3,000 / ad
PAGE 9 - Around the Region	\$3,000 / ad
INSIDE BACK COVER	\$3,100 / ad
BACK COVER	\$3,300 / ad

*NOTE: Minimum 3-issue commitment

NOTES

- All prices are per ad, per issue and are subject to change.
- Frequency discounts are for a 12-month period.
- Premium ads do not qualify for frequency discounts. They are sold first come, first served.
- Subtract \$275 from rates left for 2-color CMYK spot or \$475 for black only per ad.
- All orders must be electronically signed before insertion.
- We reserve the right to refuse ads based on content at the publisher's discretion.

DEADLINES

- PRINT:** 2nd Friday the month before publication
- WEBSITES:** 15th of the month before publication
- NEWSLETTER:** A week before Thursday publication

DIGITAL RATES

WEBSITE AD RATES

Sponsorships are by the month and include three ad sizes: 728x90, 300x250, 320x50 pixels

FREQUENCY OF AD	COST PER MONTH
1-5 MONTHS	\$325/month
9-12 MONTHS	\$300/month

E-BLAST RATES

A mass email sent to our targeted marketing list of readers. Only one per month.

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

NEWSLETTER AD RATES

Ads rotate weekly: 468x60 pixels

FREQUENCY OF AD	COST PER WEEK
1-8 WEEKS	\$60/week
9+ WEEKS	\$50/week

WEEKLY SPONSOR

Size: 160x600 pixels

SKYSCRAPER \$180/week

SPONSORED CONTENT

Columns written by business leaders and experts who live or work in our coverage area.

NUMBER OF SUBMISSIONS	COST PER COLUMN
1-5 COLUMNS	\$250 each
6+ COLUMNS	\$200 each

ADVERTORIAL RATES

SHARE YOUR STORY WITH PAID CONTENT

An advertorial looks like editorial content, but the advertiser has control of what is written, and supplies the story and artwork. We also offer editorial services, which are reviewed in advance.

RATES: The cost is similar to a full-page, two-page or four-page ad plus 20% if content is produced by our staff, or a \$100 production fee per page if content is supplied.



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.

DETAILS DELIVER SUCCESS

Designing roads to enhance and maintain historic charm.

ACE CREDIT RECONSTRUCTION

HOLLAND, INDIANA

analyze | advise | design | deliver

WEIGHTMAN

CONSULTING

ARCHITECTURE | CIVIL ENGINEERING | SURVEY

Let's talk about how we deliver success

weightman.com | 219.440.6385

2024 Best of Northwest Indiana Business

2024 Best of Michiana Business

CELEBRATE AFRICAN AMERICANS IN BUSINESS

Seven Black business leaders share trials, successes of turning dreams, ideas into reality in Region

NORTHWEST INDIANA BUSINESS MAGAZINE • SPECIAL SECTION • FEB-MAR 2024

BUSINESS DIRECTORY

LATITUDE PARTNERSHIP

AROUND US CLOAK ASSISTANCE

WHITT

UNLOCK YOUR POTENTIAL LEVEL UP YOUR FUTURE

HY TECH

HENDERSON SUMMERS

INDIANA BUSINESS FORUM

SEARCH YOUR FUTURE | Reach 40,000+ print readers six times a year | 219.238.1777 | info@nwindianabusiness.com

SPONSORED CONTENT

Dana's Pools & Landscaping

Exceptional services offered by Dana's Pools & Landscaping

W

When it comes to swimming pools, Dana's Pools & Landscaping has a reputation for excellence. With over 20 years of experience, Dana's has built a strong foundation of trust and loyalty among its customers. From pool installation to maintenance, Dana's offers a full range of services to ensure your pool is always in top condition. Their team of experts is dedicated to providing exceptional customer service and ensuring every project is completed to the highest standards. Dana's Pools & Landscaping is the go-to choice for all your pool needs in the Northwest Indiana region.

DAVIDSON'S DESIGN & CONSTRUCTION

PROFESSIONAL ADVICE

Presidential outlook

Long view of how elections for White House's top job affect stock market

0

It is very difficult to predict the direction of the stock market in the months leading up to a presidential election. However, history has shown that the market tends to rise in the year leading up to an election and then fall in the year following. This is due to a variety of factors, including the uncertainty of the election outcome and the potential for a change in leadership. As a result, investors should be prepared for volatility in the market during this time.

Up and Down Stock Market Years by Election Cycle Year 1928 to 2023 (24 Elections)

Election Year	Year After	Year Prior
1928	14	14
1932	14	10
1936	14	10
1940	14	10
1944	14	10
1948	14	10
1952	14	10
1956	14	10
1960	14	10
1964	14	10
1968	14	10
1972	14	10
1976	14	10
1980	14	10
1984	14	10
1988	14	10
1992	14	10
1996	14	10
2000	14	10
2004	14	10
2008	14	10
2012	14	10
2016	14	10
2020	14	10

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1972	14	10
1976	14	10
1980	14	10
1984	14	10
1988	14	10
1992	14	10
1996	14	10
2000	14	10
2004	14	10
2008	14	10
2012	14	10
2016	14	10
2020	14	10

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1968	14	10
1972	14	10
1976	14	10
1980	14	10
1984	14	10
1988	14	10
1992	14	10
1996	14	10
2000	14	10
2004	14	10
2008	14	10
2012	14	10
2016	14	10
2020	14	10

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 or 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.

Northwest Indiana Business Magazine

NORTHWEST INDIANA BUSINESS MAGAZINE | 2025 MEDIA KIT

219-440-6385 | NWINDIANABUSINESS.COM

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's 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



@nwindianabiz



@michianabiznews

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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