



# MEDIA KIT

# 2023



Indiana's leading regional business magazine since 1991

## 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**

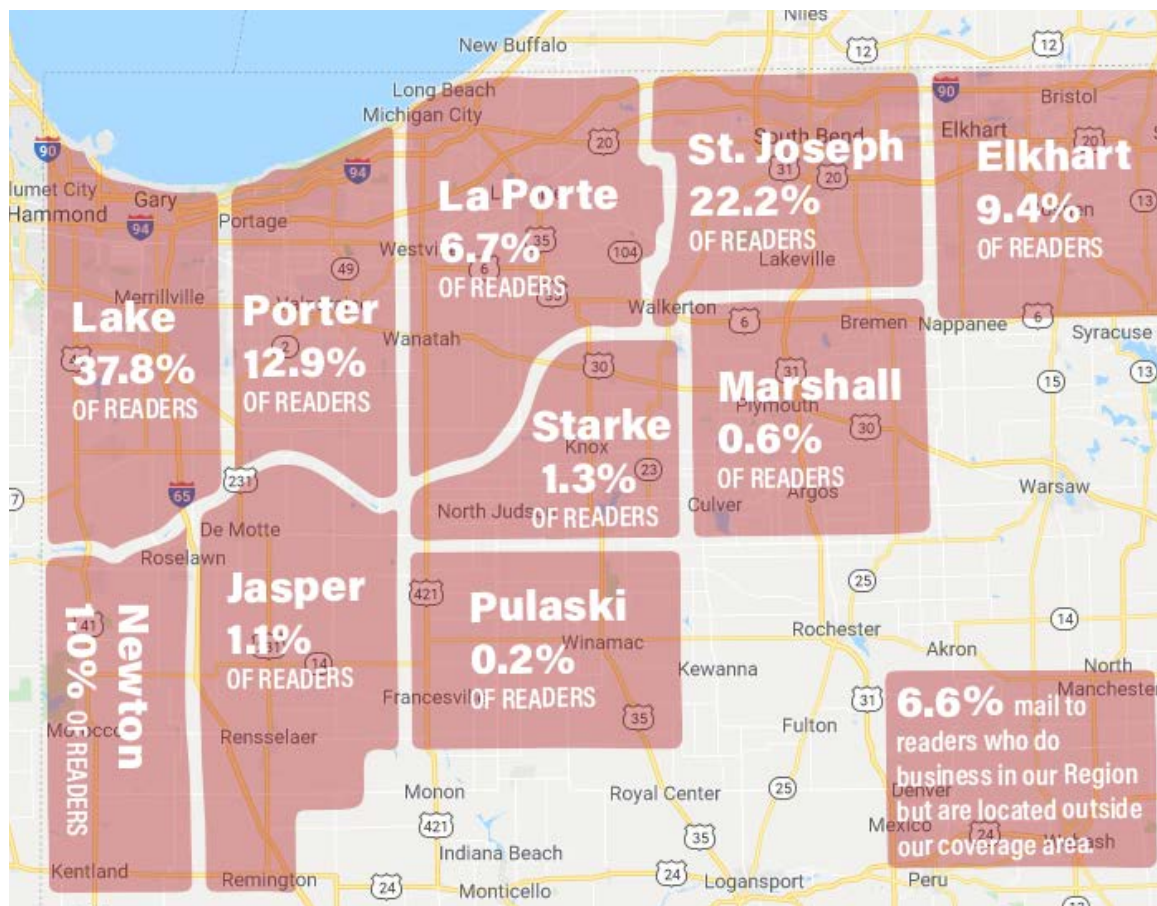
## PROVIDED TO

Regional place makers, community and business leaders, and subscribers

# TARGETED MAGAZINE AUDIENCE

## THE 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.



**81%**

Are decision-makers or have influential power

**85%**

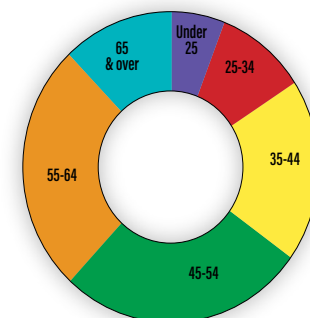
Consider the magazine to be their primary regional magazine

**72%**

Spend 30 minutes or more reading the magazine

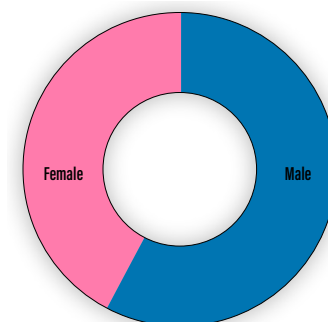
## DEMOGRAPHICS

### AGE



- Under 25 — 6%
- 25-34 — 10%
- 35-44 — 19%
- 45-54 — 27%
- 55-64 — 26%
- 65 & over — 12%

### SEX

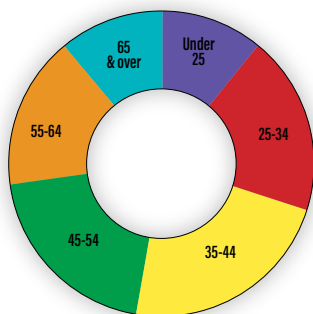


- Male — 58%
- Female — 42%



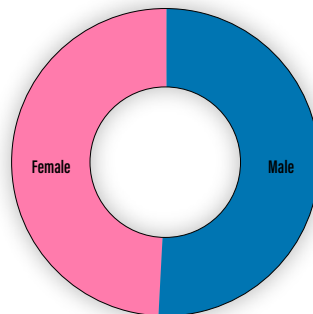
## DEMOGRAPHICS

### AGE



- Under 25 — 11%
- 25-34 — 19%
- 35-44 — 23%
- 45-54 — 20%
- 55-64 — 16%
- 65 & over — 11%

### SEX



- Male — 51%
- Female — 49%

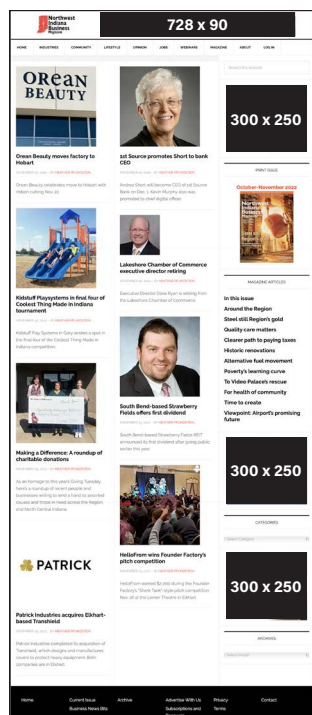
## DIGITAL SPONSORSHIPS

Monthly digital sponsorships reach our targeted web and email newsletter readers with digital display ads. Ads are displayed on both NW Indiana Business.com and Michiana Business News.com. One ad will appear in each week's email newsletters. To offer maximum exposure for our sponsors, we only accept a limited number of sponsorships each month.

### WEBSITES

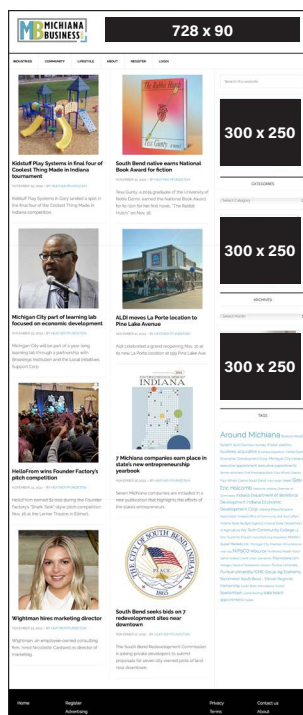
#### NWIndianaBusiness.com

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

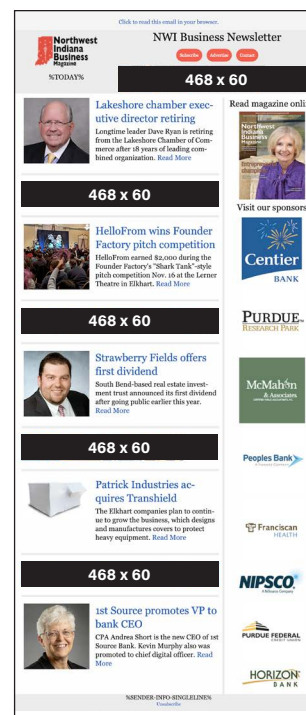
Updated regularly with regional business-related stories on topics and issues relevant to the five Indiana counties of St. Joseph, Elkhart, La Porte, Marshall and Starke, and the two Michigan counties of Berrien and Cass



### NEWSLETTER

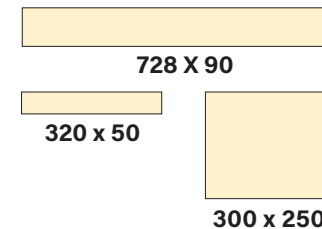
#### NWIndiana Business

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.

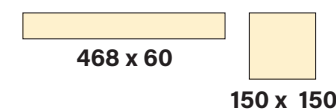


## DIGITAL SIZES

### WEBSITE SIZES



### NEWSLETTER SIZES



### DEADLINES

#### Order by:

1st business day of month before target month

#### Submit ads by:

15th of month before insertion

#### Go live date:

WEBSITE: 1st day of target month

NEWSLETTER: Thursdays of the target month

# 2023 MAGAZINE SCHEDULE

## ARTICLE TOPICS

<p><b>FEBRUARY / MARCH</b></p>  <p><b>Health Care</b> ~ <b>Logistics</b> ~ <b>Agribusiness</b> ~ <b>Commercial Real Estate</b> ~ <b>The Future of Michigan City</b> ~ <b>SPECIAL SECTION:</b> <b>Launch/Grow Guide</b></p>	<p><b>APRIL / MAY</b></p>  <p><b>Best of Business</b> ~ <b>Tourism / Meetings</b> ~ <b>Construction</b> ~ <b>Philanthropy</b> ~ <b>The Future of Crown Point</b></p>	<p><b>JUNE / JULY</b></p>  <p><b>Law</b> ~ <b>Education</b> ~ <b>Information Technology</b> ~ <b>Financial Planning</b> ~ <b>The Future of South Bend</b> ~ <b>SPECIAL SECTION:</b> <b>Regional Thinking</b></p>	<p><b>AUGUST / SEPTEMBER</b></p>  <p><b>Banking</b> ~ <b>Marketing</b> ~ <b>Small Business</b> ~ <b>HR/Workforce</b> ~ <b>The Future of Valparaiso</b></p>	<p><b>OCTOBER / NOVEMBER</b></p>  <p><b>Manufacturing</b> ~ <b>Wellness</b> ~ <b>Tax Planning</b> ~ <b>Architecture / Design</b> ~ <b>The Future of Hammond</b> ~ <b>SPECIAL SECTION:</b> <b>Diversity Equity Inclusion</b></p>	<p><b>DECEMBER / JANUARY</b></p>  <p><b>E-Day / Entrepreneurship</b> ~ <b>Society of Innovators</b> ~ <b>Accounting</b> ~ <b>Succession Planning</b> ~ <b>The Future of Gary</b></p>
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## COLUMN TOPICS

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

## DEADLINES

<p><b>FEBRUARY / MARCH</b></p> <p>ADS DUE: January 6, 2023</p> <p>PUBLISHED: January 30, 2023</p>	<p><b>APRIL / MAY</b></p> <p>ADS DUE: March 10, 2023</p> <p>PUBLISHED: March 31, 2023</p>	<p><b>JUNE / JULY</b></p> <p>ADS DUE: May 5, 2023</p> <p>PUBLISHED: May 31, 2023</p>	<p><b>AUGUST / SEPTEMBER</b></p> <p>ADS DUE: July 7, 2023</p> <p>PUBLISHED: July 31, 2023</p>	<p><b>OCTOBER / NOVEMBER</b></p> <p>ADS DUE: September 8, 2023</p> <p>PUBLISHED: September 29, 2023</p>	<p><b>DECEMBER / JANUARY</b></p> <p>ADS DUE: November 10, 2023</p> <p>PUBLISHED: November 30, 2023</p>
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## 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.

The magazine staff, with the hard work and dedication of our local editorial advisory board, writers and photographers, is committed to promoting the area's business community with integrity and pride.

## PARTICIPATE

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

#### Suggest a story idea



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

#### Be a source



Our in-depth coverage of the local business community is possible only with local sources. We welcome sources who take the time to share their insights and expertise with our readers and us.

#### Contribute a column



We consider professional advice columns from outside sources and opinion pieces on topics relevant to our readers. Our contributors are often high-profile local experts and thought leaders in their fields.

#### Follow us

Use our social media share buttons to share articles from our website with your friends and colleagues. Or start a conversation with us and your fellow readers by posting a comment.



@NWINDIANABIZ



@MICHIANABIZNEWS



@nwindianabiz



@michianabiznews



@nwindianabiz



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@michianabiznews

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