Northwest Indiana Business Magazine

MICHIANA BUSINESS NEWS

MEDIA KIT

2027

"The magazine acts as a connector for businesses, bringing together people, ideas, and opportunities that contribute to the continued growth and success of Northwest Indiana."

— Advertiser and reader in 2026



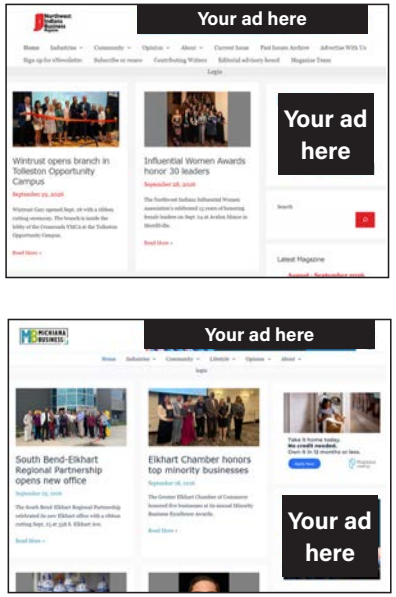
Linker Media Group

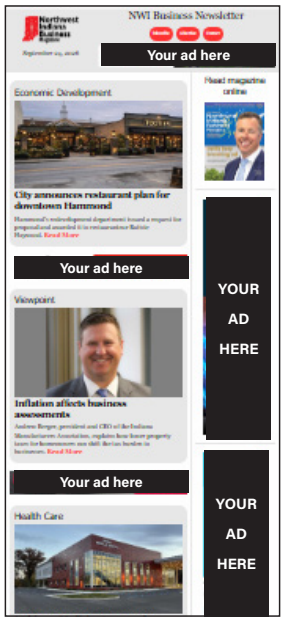
Indiana's leading regional business magazine since 1991

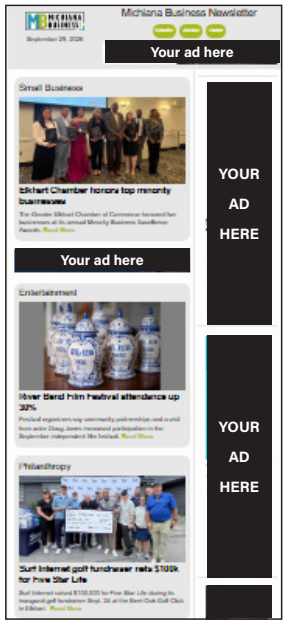
OUR PLATFORMS OFFER BUSINESS VISIBILITY

Let Northwest Indiana Business Magazine be your guide to the business owners, leaders and experts who drive economic prosperity in the Region. We help build the regional economy one business at a time. "The magazine" is the voice of the Region's business community.









6 **Print issues a year**

Our content offers thought-provoking articles that feature regional business leaders and experts. We mail it so it finds a spot on readers' desks.

2 **Websites**

Our websites offer regional business news shared with us by the Region's companies and organizations.

100+ **Newsletters**

Stories posted to our websites are emailed each week in a roundup to our targeted subscriber lists.

"We received two high-level leads from our ad in Northwest Indiana Business Magazine. In my 15 years of marketing, I've never actually had a direct lead for an ad — that I knew of."

— Advertiser in 2026

OUR PRINT READERS ARE INFLUENCERS

Northwest Indiana Business Magazine's readers are highly engaged in the Region's business community. They count on our stories to inform, inspire, educate and challenge business and community leaders to improve the economy and quality of life in Northwest Indiana.

Circulation

40,464

TOTAL READERSHIP
Each copy is read by an average of three people

13,488

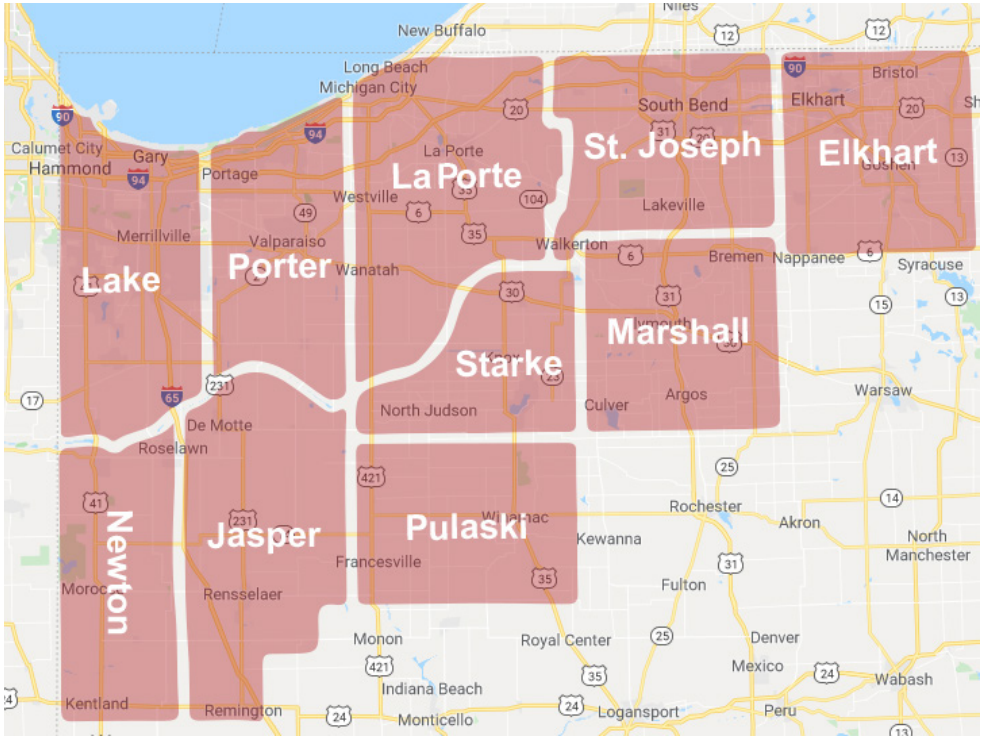
TOTAL CIRCULATION
Businesses and community leaders and subscribers

11,663

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

1,825

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: 78% are decision-makers or have influential power

COMMITMENT: 82% consider the magazine their primary source of business news

TIME SPENT: 68% spend 30 minutes or more reading the magazine

GENDER: 46% are women

AGE: 48% are younger than 45

2027 Magazine Schedule

Our articles focus on positive business news that drives economic and community development in our Region. Here's our plan:

FEBRUARY / MARCH
- ► Environment
- ► Healthcare
- ► Logistics
- ► Marketing
- ► Agribusiness

APRIL / MAY
- ► Best of Business Awards
- ► Construction
- ► Tourism/Recreation
- ► Infrastructure
- ► Small Business

JUNE/JULY
- ► Education
- ► Technology
- ► Real Estate
- ► Hospitality
- ► Arts/Entertainment

AUGUST/SEPTEMBER
- ► Banking
- ► Insurance
- ► HR/Workforce
- ► Meetings/Events
- ► Wellness

OCTOBER/NOVEMBER
- ► Law
- ► Manufacturing
- ► Philanthropy
- ► Tax Planning
- ► Economic development

DECEMBER/JANUARY
- ► E-Day Award winners
- ► Innovation
- ► Accounting/Finance
- ► Manufacturing
- ► Succession planning

Column topics

Around the Region
Business Profiles
Leader Profiles
Made in Indiana
Making A Difference
Professional Advice
Entrepreneurship Q&A
Viewpoint

OUR DIGITAL OPTIONS DRIVE ENGAGEMENT

Stories on our websites NWIndianaBusiness.com and MichianaBusinessNews.com are posted Monday through Friday. Our newsletters are emailed to our most loyal readers each week, and our E-Blasts are opened because our readers trust "the magazine." We welcome press releases and announcements.

Website

NWINDIANABUSINESS.COM serves Lake, Porter, La Porte, Newton, Jasper, Starke and Pulaski counties. MICHIANABUSINESSNEWS.COM serves St. Joseph, Elkhart, La Porte, Marshall and Starke counties, and Berrien and Cass counties in Michigan.

ANALYTICS

59,220

PAGE VIEWS

Page views per month across both of our websites

34,400

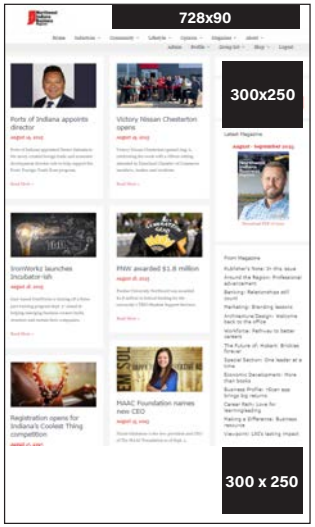
WEBSITE VISITS

Unique active users per month across both of our websites

51,800

AD IMPRESSIONS

Average monthly digital audience



Newsletters

The week's top business news stories and announcements from our two websites are emailed to subscribers each week.

ANALYTICS

8,200

NEWSLETTER EMAILS SENT

Average newsletters sent to unique email addresses per website per week

50%

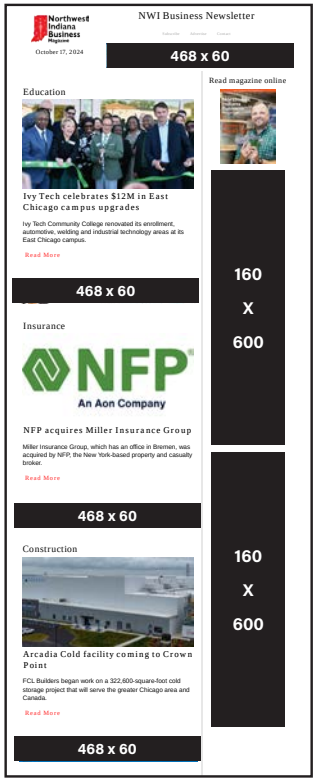
OPEN RATE

Email open rate (Compares to 24% media industry average)

54%

CLICK-TO-OPEN RATE

The average percentage of people who open an email and click on a link within it



Email marketing

E-Blasts are emailed to our exclusive subscriber list. As a trusted partner, our readers know our referrals are vetted and verified.

ANALYTICS

8,250

E-BLAST EMAILS SENT

Average sends each E-Blast to unique email addresses

35%

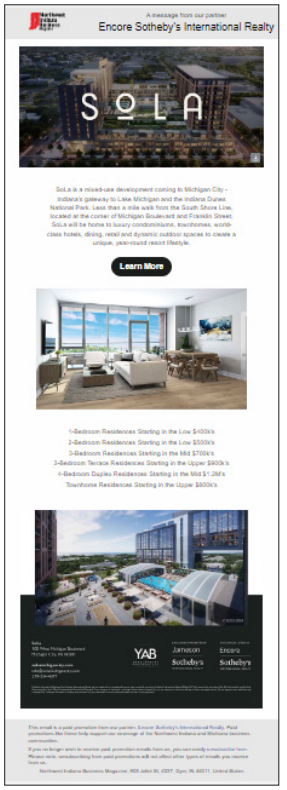
OPEN RATE

Email open rate (Compares to 23.9% media industry average)

29%

CLICK-TO-OPEN RATE

The percentage of people who open an email and click on a link within it



"We have incorporated Northwest Indiana Business Magazine into our communications strategy and have seen a direct correlation from ads placed in their newsletter to website traffic to targeted pages."

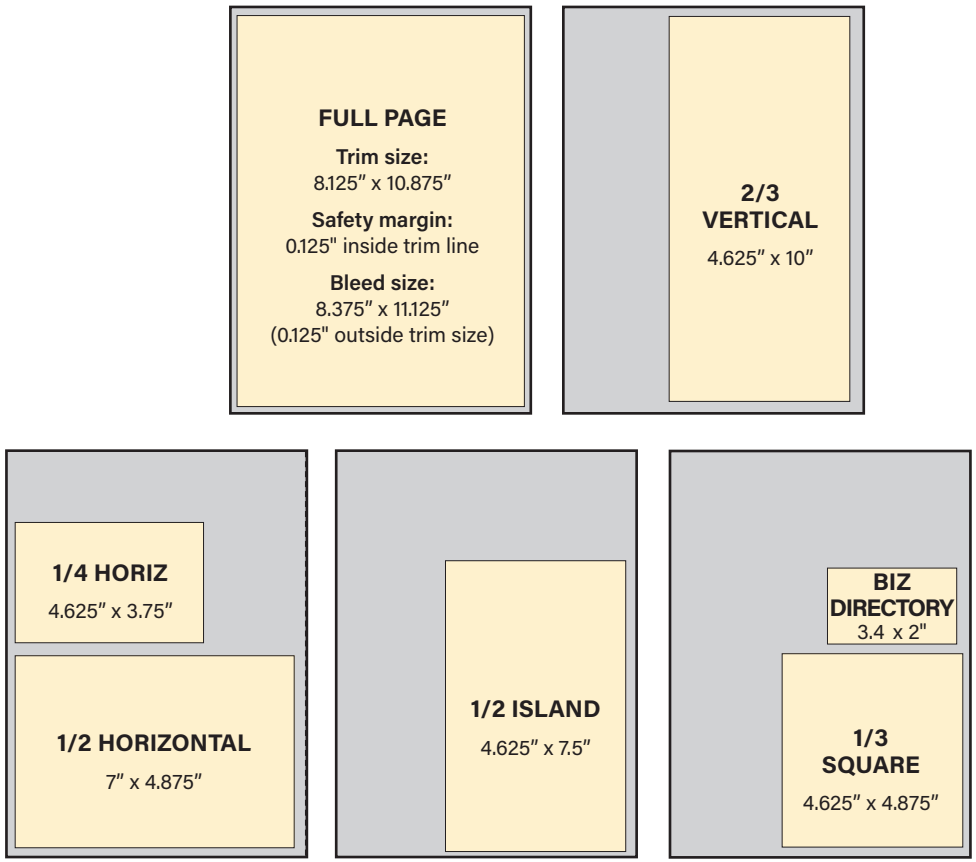
— New advertiser in 2026

SIZES THAT FIT YOUR MESSAGE

Learn about ad specifications on our website:
nwindianabusiness.com/qnqk

Research shows a mix of print and digital advertising best engages readers. Print offers high trust and memory building tangibility that offsets digital fatigue, while digital reinforces the message and keeps the brand top-of-mind.

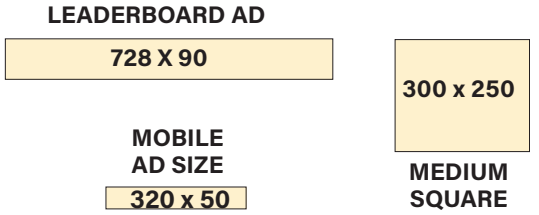
Print sizes



EMAIL PRINT ARTWORK BY THE 2ND FRIDAY THE MONTH BEFORE PUBLICATION

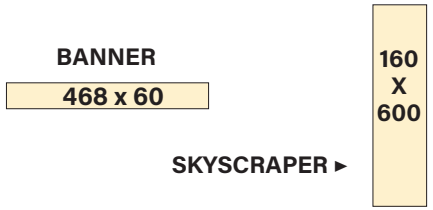
Website sizes

Website sponsorships are sold by the month and include three sizes that rotate in each position and a URL link of your choice.



Newsletter sizes

Newsletters ads can be targeted by the week to promote events, sales or articles and linked to the URL of your choice. Ads are randomly rotated every week



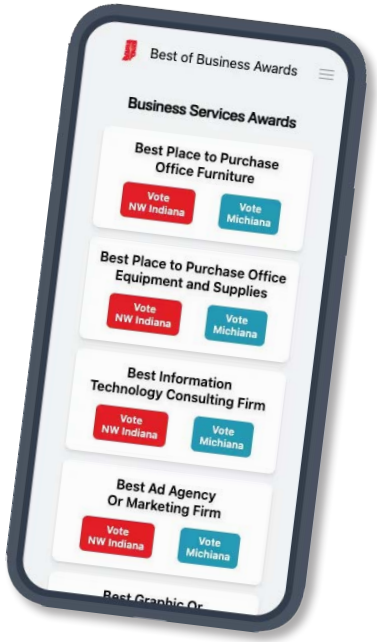
EMAIL DIGITAL ARTWORK BY
WEBSITES: THE 15TH OF THE MONTH BEFORE PUBLICATION
NEWSLETTER: A WEEK BEFORE PUBLICATION

"Your ideal customers aren't just in one place — they're flipping through (a magazine), scrolling social media and browsing online. That's why the smartest marketing strategies don't choose between print and digital — they use both."

— Caroline Perrott, Stroll

PREPARE FOR BEST OF BUSINESS 2027

The Best of Business Awards promote excellence in innovation, entrepreneurship and leadership in the Northwest Indiana and Michiana business communities. The survey provides readers the opportunity to acknowledge local business leaders who are excelling in their service to the community.



Learn more about our Best of Business Awards, including past winners: **nwindianabusiness.com/bestof**

2027 Best of Northwest Indiana Business

2027 Best of Michiana Business

BESTOF.NWINDIANABUSINESS.COM

CATEGORIES: BANKING AND FINANCIAL ■ BUSINESS AND SERVICES ■ COMMUNITY AND EDUCATION
LEGAL AND INSURANCE ■ CONSTRUCTION AND REAL ESTATE ■ EVENTS AND ENTERTAINMENT ■ HEALTH AND WELLNESS

VOTING STARTS

Dec. 28

Each year, readers of our magazine and websites take a survey to vote for the best businesses in Northwest Indiana and Michiana.

VOTING ENDS

Jan. 29

Results are tabulated and analyzed to ensure each reader has voted once per email address per day in each award category.

WINNERS NOTIFIED

Feb. 17

Winners are notified in advance so they can prepare marketing materials, and we can write a story.

ADVERTISE

March 12

Celebrate your Best of Business win by thanking our readers with advertising. Order and submit artwork by this date for the April/May issue.

RESULTS PUBLISHED

April 1

Winners are first announced on NWIndianaBusiness.com and then in our print April-May issue. Remember to share the good news. Congratulations!

SPECIAL PERK: BEST OF BUSINESS WINNERS RECEIVE A 15% DISCOUNT ON 2027 RATES FOR ORDERS SIGNED BY NOV. 12, 2027.